

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIII. NEW YORK, APRIL 22, 1908.

No. 4.

The Fashion Quarterlies.

BULLETIN—

Beginning with the Fall issues—out August 20th—I will accept certain lines of high-grade advertising for the Fashion Quarterlies at a rate the value of which will astonish you.

The size of a page in the Fashion Quarterlies is exactly twice the size of a page in The Delineator.

No exclusive mail-order propositions will be permitted.

I can assure for the Fall numbers a circulation of 500,000 copies (from present indications it will be much more than that). Any agent of the Butterick, Standard or New Idea Patterns will assure you a circulation among HIS best customers.

These merchants sell over their own counters the Quarterly that illustrates the patterns they handle—Butterick agents sell "Butterick Fashions;" Standard agents sell the "Standard Fashion Book;" New Idea agents sell "New Idea Fashions."

The women who support the merchant's pattern department—his *best* customers—buy and study these Quarterlies for information that will help them in the selection of new things. They are read in each family when THAT particular family has money ready to spend for new things, and the willingness to spend it.

The families that are best customers for the dry-goods store are also best customers for the grocery store, drug store, etc. When a family is selecting new dresses, coats, hats, etc., its goodwill is more open to your goods than at any other time,—whether you sell a textile, or a food, shoes or cosmetics. Advertise all you can, but do not miss the choicest customers of 17,000 prosperous stores WHEN THEY ARE SELECTING NEW THINGS.

Get information at once about this new advertising opportunity—make it the WEDGE of your campaign—whether the campaign is big or little.

W. H. BLACK,
Manager of Advertising,
Butterick Building,
New York.

Forms for Fall numbers of the Fashion Quarterlies—out August 20—close June 1.

Out of Print

MARCH 7

THE supply of the 1907 edition of ROWELL'S AMERICAN NEWSPAPER DIRECTORY was exhausted over six weeks ago. Orders are now being taken for the 1908 book; ready for delivery May 15th. Price \$10, prepaid to destination.

The 1908 edition will enumerate nearly 23,000 separate publications, giving frequency of issue, politics or general character, form, size, annual subscription price, year of establishment, the editor's and publisher's names, and copies printed.

The names of towns in which papers are published are followed in the Directory by population, location in State, prominent industries, etc.

In addition to the catalogue of publications by States, separate lists show papers printing a Sunday issue, papers printing in excess of 1,000 copies each edition, and trade and class publications, carefully classified.

**The Printers' Ink
Publishing Co.**

10 Spruce St., New York City

*The Directory will
contain over 1,500
Pages, substantially
bound in cloth and
gold.*

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1903.

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ADVERTISING BY "GRAPHICS."

"Graphics" probably had a mathematical beginning. Long, profound calculations are dry, even to other mathematicians. The chief thing in a calculation is the result. So mathematicians invented this method of turning the result into a diagram or picture, and the art of "graphics" was born.

It is still comparatively an infant. Psychologists say that we may some day do most of our reading in graphics. It is well worth remembering, next time one is puzzled by the success of the yellow press in this country, that one very important element of its strength is that it gives much of the news in graphics. The sensational editor always has a large art staff. He takes the roof off the house where a murder was committed and reveals every apartment. Arrows show where the fatal shot was fired. A cross indicates where the body was found. A dotted line marks the route taken by the escaping murderer, as read in his footprints.

Many great scientists have been painstaking makers of graphics to set forth their discoveries, not only to the public, but to fellow investigators. Tyndall and Lord Kelvin used them with the facility of journalists. An excellent instance that comes to mind is Kelvin's illustration of an atom. Since the days when the atomic theory appeared in Greek metaphysics it has been wrapped in profundity, with a tendency always to grow more complex and ungraspable. Lord Kelvin, however,

made the atom intelligible to everybody when he stated that, if a single molecule were magnified to the size of the earth, its atoms would be larger than peas, but not so large as billiard balls.

In advertising, the use of graphics ought to be universal. For advertising deals with things, quantities, comparisons and results, and aims to lay these before the reader in compact, striking form. As a matter of fact, however, the average advertising graphic is a disappointment, and its use is rare, considering the mass of advertising printed. This is due chiefly to the fact that the average advertising proposition is not carefully worked out. Run over the pages of any magazine, and at a glance one may note the business stories that seem only half told, and illustrated with the most childish pictures. Whoever wrote the copy and furnished the "idea" for the picture was content to get the purely obvious conception of his commodity on paper. He had never thought out his proposition or become posted on it—full of it. But a genuine advertising graphic, made as a result of careful thinking, ought to bring out new points in the proposition that are not at all obvious—original and striking points.

Here, for example, is an attempt to make an advertising graphic. As a graphic, it is admirable. Nothing could be plainer than the idea that temperature has some vital bearing on paint. That is the point, beyond doubt. But *what* bearing? Read the text with a microscope, yet you will not learn why one arrow points to 10 below zero and the other to

130 above. The point simply isn't there—that's all.

**Why
This
Paint
Never
Cracks**

Paint made from Carter
Strictly Pure White Lead and
pure Lined Oil never cracks or
scales, because it forms an elastic
coat that contracts and expands with
the material it protects.

Cracks in paint result from substitu-
tes for pure White Lead that form a
brittle shell which cannot contract and
expand with different temperatures.

CARTER
STRICTLY White Lead
PURE

wears long and evenly. It leaves a per-
fect surface for repainting in future years,
and saves the expensive burning and
scraping process made necessary by sub-
stitute paint mixtures.

Another defect of the advertising graphic is trickiness.

One widely circulated by a publisher not long ago was made in the familiar form of a map of the United States, showing thereon the circulation of nine Sunday newspapers. The eastern portion is quite black with lines of circulation radiating from New York, Boston, Chicago, Philadelphia, Washington, Pittsburg, St. Louis and Minneapolis. But in the western half of the country there was only one city to be shown—Denver. By lines radiating from Denver to Minneapolis, Chicago and St. Louis, and vice versa, the maker of this graphic map managed to give part of this bare spot a good gray tone. Then he carried lines westward from Denver to San Francisco, Seattle,

Portland and other Pacific Coast cities—with a good deal more decision and directness, one would infer, than any Denver Sunday paper circulates to those points. Then, on this rather tricky showing, he made the claim that these nine Sunday newspapers reach:

89	per cent total population U. S.
95	“ of boot and shoe stores.
91	“ of the clothing stores.
87	“ of the drug stores.
92	“ of the dry goods stores.
92	“ of the hardware stores.
91	“ of the jewelry stores.

Now, as a graphic, this one was perfect too—clear, compact, forceful. The only defect it had was a slight suspicion that it might not be true. For the maker was trying to prove that his nine newspapers covered as many retail stores as the general magazines, and no advertiser who has ever studied circulation could fail immediately to ask himself, “*what percentages would be covered if this man lost Denver?*”

There is one very obvious form of advertising graphic that can never be overdone. That is the picture that displays in a group all the articles included in some complex device or bargain offer. The clothing houses that offer to dress a man complete for \$8.85 never fail to show a picture of each article included in the outfit, the pleased purchaser standing beside them in his underclothing, with a life insurance policy in his hand—part of the offer. The mail-order catalogue illustrates all goods in this style. It is as universal a feature of mail-order advertising as the word “Free!” and a good deal more convincing. Part of the pulling power of the kitchen cabinet advertising has been the picture showing every drawer pulled out and every accessory in its place. The same idea is employed in a beef extract advertisement, showing thirty-two cups of beef tea to visualize the amount of extract in a package. People never tire of having goods piled up this way where they can see them.

Here is an oddity in the graphic line, illustrating an action that the advertiser wishes the reader to take—namely, a pair of scissors

printed on the coupon to convey in the strong advertising of the suggestion to clip it off and Snider's beans—the work of John E. Kennedy, who is a veritable

Old Instruments Taken in Exchange.

If you have an old Square Piano, Grand Piano, Upright Piano or Organ we will take it in part payment for one of these new Pianos or Playerpianos. Cut out the coupon below and mail it to us TO-DAY. As soon as it reaches us we will send a representative to your home who will tell you—FREE OF CHARGE—what we will allow you for it. Don't keep an old instrument that is worthless musically when you can exchange it in part payment for a NEW and magnificent Piano or Playerpiano. Sign the coupon and mail it to us TO-DAY.



ANDERSON & CO., 370
Fulton St., Brooklyn, New
York: You may send a
representative to place a
valuation on my Square
Piano—Upright Piano—
Organ—Grand Piano—

(S) *Cut this coupon off and send today NOW!*

(run a line through the kind of instrument you wish a valuation placed on). It is understood this request puts me under no obligation whatsoever.

Name..... Street..... No..... City.....

The old-time "before and after" picture of the last-manhood pill was a graphic. The merchant who puts a two-dollar bill on each hat in his window is employing a graphic. The Regal shoe buzzsaw was a graphic in motion.

Much of the material of advertising is so abstract and dry in its very nature, so obdurate when it comes to ordinary illustration, that the graphic alone can be depended upon to give it vividness, life and human appeal.

Take the whole field of financial advertising, for example, and there is really nothing to picture. Half-tone views of banks prove nothing. Officers and directors are seldom men of such marked beauty that their portraits lend enchantment to an advertisement, like Mr. Ostrander's. But the bank can make a graphic of its growing reserve or deposits, as is often done in the familiar pyramid, each year's figures occupying a larger block than the last. It can make graphics of interest returns and other figures—all banking, in fact, deals with precisely the elusive, unsympathetic data that graphics were originally invented to make plain in science.

The natural pictorial medium for advertisements of advertising media themselves should be the graphic—population, circulation, etc.

Food advertising runs to graphics because it deals with food value per expenditure, comparative nourishment, etc. Mark the excellent use made of such pictures

yellow editor in his partiality for this sort of argument.

Other broad divisions of advertising require graphics. Indeed, it might be laid down as a general rule that where the commodity is not susceptible of direct illustration, then graphics would be best to bring out values, while even where the direct illustration possibilities of the commodity are excellent, graphics may be a good alternating medium.

It would therefore be a profitable study for every advertiser, advertising writer and advertising illustrator to investigate the possibilities of this graphic medium. There is much weak work of this kind in advertising, due to poor thinking and development of the proposition, so that the graphic finally evolved isn't graphic at all, and sometimes isn't even clear. Again, while the graphic may be both clear or forceful, it is so stereotyped as to be obvious, like much of the machine-made pretty-girl sort of advertising illustration. Given the growing pyramid of a bank's deposits to depict, for instance, the average copy-man or artist produces the same old pile of oblong blocks, one after the other, whereas there is a whole world of human possibility in such an array of fact. A good graphic man would translate the oblong blocks into little bank buildings, or money-bags, or might even be sensational enough to show how many times the present deposits would encircle the city if the sum

were changed into one-dollar bills and laid end to end—\$8,796 cover a mile. That would not be too sensational a picture for a savings bank, nor would the photograph of a well-known office building, public building or residence, in illustration of the purchasing power of the interest paid depositors during the past ten years. The obvious use of graphics is that which leads people to be content with the simple line, curve, block, map, chart, etc. A really human use of them would lead the advertiser to turn the lines into human beings, or houses, or locomotives, or horses, or barrels, or cans of beans.

The graphic was originated as a means of making dry facts plain. But it has to-day been carried to a point of development where it will make dry facts imaginative. Therefore, the man who is going to use it, must not be afraid to draw upon his imagination. If he is a banker, it will put him almost on a par with the swindler in the imaginative sense. The swindler employs imagination instead of fact in his advertising. The banker must keep to facts. By intelligent use of graphics, however, he need not tamper with his facts in the slightest degree, and yet when he has his facts well in hand, well in mind, and has thought about them to the degree that makes them wonderful to himself, he can utilize graphics to make them wonderful to the man in the street.

The yellow editor has, by graphics, made a good deal of dry, truthful news wonderful to the man in the street, and is worth watching on that account—he uses his imagination most recklessly, as a rule, when he has no news.

The English magazines are worth watching, too, for good graphical methods. The *Strand* in particular makes a regular feature of "Living Figures" that are nothing more than dry statistics rendered humanly interesting by this means. The yearly sales of fiction will be taken by this

magazine, and illustrated by a roomful of authors, each drawn of a size to indicate his popularity. A giant Dickens o'ertops Thackeray, Hall Caine, Miss Corelli, Kipling, etc., and the pigmy George Merediths and Henry Jameses have to climb onto piles of their own books to reach the Master's little finger.

Once the facts are right, and of genuine human worth, then the more imagination used in working up the graphic the better. For the latter is no argument in itself, and cannot weaken the facts. It simply makes the facts plain and striking.

AT THE ENDS OF AMERICAN JOURNALISM.

Ever occur to you to wonder what the end of our American journalism might be? Not the end in the sense of a cataclysm, but what kind of journalism obtained out as far to the north and to the east, in this hemisphere, as one could get.

I wondered—and so when out near Cape Spear, which is the north-eastermost point of the American continent, I went in pursuit of an answer. Cape Spear is an eighteen-mile wagon ride from St. John's, or a somewhat shorter skiff-ferriage, and this city was the nearest settlement of any importance.

On the way to St. John's, by the miserable island railway, I came to Millerton Junction, fourteen miles from the place where the Harmsworth Paper Company cuts the forests for his London papers.

On the railway, folk were reading the *St. John's News*, a daily which looked for all the world like a country weekly. On arrival in the city, the office of the *News* was sought. There was the usual roll-top desk, revolving chair, shears and waste-basket of editorial sanctums. There was even the advance agent of a minstrel show come to bargain over write-ups, while I waited.

Then I had a chat with the editor, on all manner of subjects connected with the island. I had imagined Newfoundland little

more than a land of rocks and fish and fogs, and found myself talking with a real editor, in a genuine newspaper office, away out here, as far to the east of New York as Minneapolis is to the west.

We talked of the Newfoundland dog, now well-nigh extinct, of the local photographers and half-tones, of the caribou-hunt and the whale industry.

There are three daily papers in Newfoundland, all of them published in St. John's. These are the *News*, the *Evening Herald*, and the *Telegraph*, and they sell at a cent apiece. Then, in addition, there are three weeklies.

Next day I was awakened by the calling of newsboys, away out here at St. John's. They had the *Nervus*, and in its columns my arrival was chronicled with what I considered commendable enterprise.

In the back country, at Liddy's, a tavern, I found that the country folk pile the old copies high on the sofa,—just as they do in the States. So the printer and the reader are really much akin the land over.

ADVERTISING SWINDLES.

The merchant who would fill an order by delivering only one-fourth, one-tenth or one-twentieth of the whole, would quickly be exposed as a robber and shunned by the general public if not prosecuted and sent to jail; but the publishers of some newspapers are doing that very thing week in and week out, because the advertisers do not take the trouble to ascertain their circulation. With some business men the idea prevails that there is no means of ascertaining the circulation of a paper, but such is not the case. In fact it is an easy matter to those who know how to go about it.

The unscrupulous publisher, knowing that he can bluff people ignorant of such matters, will set the advertising rates for a paper with little or no circulation almost as high as those of the paper having a large circulation. Thus he is perpetrating the most palpable swindle. He is selling advertising gold bricks, so to speak, and the purchasers get nothing for their money.

Yet it seems that some people rather like to be imposed upon in this way. The shrewd advertiser, however, will soon take some means of finding out whether he is getting full value for the money he pays out or whether he is being swindled by false circulation claims.—*John H. Harrington, publisher Lowell, Mass., Sun.*

GREAT OPPORTUNITY FOR ADVERTISING.

Attorney H. L. Dugan, in behalf of the Shrimpton Manufacturing Company of New York, started a suit in the superior court this week against Wilson Nurse of Minburn. The suit was to recover an account of \$150, alleged to be owed by Nurse to the New York firm.

Some time ago Nurse received an advertisement from the New York firm quoting him a price of 3 cents per card for needles. Mr. Nurse wanted some needles, so he placed what he thought was an order for 5,000, but in reality gave the company an order for 5,000 cards of 20 needles on a card. That brought the grand total of needles to 100,000, and the bill, in place of being \$7.50, was \$150. The cards had Mr. Nurse's advertisement on and could not be used by any other firm, hence could not be returned. It is estimated there are enough needles in the lot to last Mr. Nurse 66 years.—*Perry dispatch to Des Moines Capital.*

UNDISPUTED.

It is not disputed that THE RECORD-HERALD has a larger net sold circulation than any other two-cent paper in the United States, morning or evening, and it is the only morning paper in Chicago which freely gives information about its circulation.

*The German Weekly
of National Circulation*

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

ADVERTISING A STATE.

George Welsh knows that people in the eastern States think that Minnesota is a wilderness of rocks and icebergs. He knows that really it is fourth in the value of its agricultural products, produces two-thirds of the iron ore of the country; that it has 10,000 lakes of all sizes, with ideal surroundings for a summer outing, and he is telling the people of the United States about it. It's his business to do this because he is immigration commissioner for Minnesota, an office created by the last legislature, and one which has been in operation only since August. He has but \$12,500 a year with which to do his work.

Last winter the department began using half pages in country weeklies and farm papers. This large space consumed money too fast and the commissioner was forced to cut the space to a two-inch single column ad, which he is now using in a list of 250 papers. Copy is changed once in two weeks. The list includes weeklies and dairy and farm and trade papers in Wisconsin, Iowa, Illinois, Ohio, Pennsylvania, Vermont and New Hampshire. Here is a sample advertisement:

INFORMATION ABOUT MINNESOTA.

Two hundred page book compiled by the State describing industries, crops, live-stock, property values, schools, churches, and towns of each county, and Minnesota's splendid opportunities for any man. Sent free by

STATE BOARD OF IMMIGRATION,
Dept. H. State Capitol, St. Paul, Minn.

This smaller space has been used for about three months, and the replies number several hundred a day. To the inquirers is sent a copy of one of three books the department has issued concerning the State and its resources. These are entitled "Minnesota," "Three Kingdoms of a Great State," and "Minnesota's Fiftieth Anniversary." This last book has just been issued and is a 200-page paper covered volume, containing exhaustive articles on the farming, stock-raising and mining of the State. There is also a summary of the resources of each county of the State, with accurate figures of the value of all

the products. The educational advantages and the summer resorts of the State are also treated. With each book goes a personal letter answering in detail possible questions.

It is the aim of the Board of Immigration to increase the population of the State by revealing the vast untouched resources of the State along all lines of human activity. The advertising is placed in papers in the surrounding States and in those States on the same parallel to the East.

With three months' trial it is early to speak of results, but they are showing. A real estate man in a northern county says that he has been helped to sell four farms through literature issued by the State office. The State land agents in the northern part of the State have also seen the results of the advertising. The State Capitol is visited every week of the year by thousands of visitors, most of whom register, and from this list names are selected for circulars and literature. A large mailing list is being collected also from circulars returned by friends, with the names of neighbors who might be interested in Minnesota.

The work is being carried on in a co-operative spirit with the commercial clubs in all parts of the State, and these have been stimulated to advertise in their own vicinity. A recent union of the commercial clubs of the State was accomplished for this purpose.

If the legislature increases the appropriation during the next session, plans are on foot for the establishing of lectureships by which men will be sent on tours through the rural part of the East presenting the claims of Minnesota to men who want homes for themselves.

The work of the State Immigration Bureau co-ordinates well with the work of the Consolidated Publicity Bureau of the capital city, St. Paul. This bureau is practically a free press association, covering Minnesota and the Northwest, for all the papers of the country and many of Europe.

It is laying the basis for a broad publicity campaign, and is starting by getting the name of St. Paul into the date lines of as many news stories as possible.

In charge of former newspaper men, and men who have had experience in the advertising field, the bureau has a list of 500 papers in this country and 250 in England which regularly receive news stories of events in St. Paul and Minnesota, not handled by the Associated Press, yet which are "good stuff."

The campaign in this country has been carried on six months at an expense of \$5,000, and is just being extended to England. Plans have also been started by which French and German papers will receive news stories in their own language. The amount of stuff printed runs from 300 to 500 columns a month in papers of every sort, in all parts of the country. The service is free.

The object at present is to present news to the readers of the country. The aim is to have the news come from St. Paul and get that city before the readers in a legitimate manner. Plans are now being made to get Mark Twain to visit St. Paul to attend a banquet, at which details of the work will be presented to the citizens.

The bureau is in a sense a municipal affair, the council having appropriated \$1,500 for it during the present year. The main expense has fallen, however, on the jobbers and various mercantile associations.

In addition to the daily news service, the bureau has supplied a number of magazines and Sunday papers with special articles about the city. One of these described the municipal Auditorium which seats 10,000 and which has been a big drawing card in securing conventions. Other articles have appeared on the State Capitol, completed three years ago without a penny of graft, a building that rivals the Congressional Library at Washington.

The display advertising campaign which is to follow the foundation of publicity for the city,

THE "TOPEKA CAPITAL" HOLDS THE RECORD

No other newspaper in America, in a city of 50,000 population or less, has so large a circulation as the TOPEKA DAILY CAPITAL. Its sworn average daily circulation for the year 1907, was 26,019. For nineteen successive years the American Newspaper Directory has had a detailed report of the circulation of every issue of the CAPITAL without omission of even one day. Each year has shown an increase over the preceding year, and the showing for 1907 was best of all—an average daily increase of 4,072.

The CAPITAL is absolutely supreme in its field. It has a larger circulation, prints more foreign advertising, more local advertising, and more classified advertising, than any other daily in Kansas. It is the only Kansas daily that makes public each day the actual number of copies it sells. It is the only newspaper in Kansas printed every day in the year. It is the only daily in Kansas with a general circulation throughout the State.

Arthur Capper

Publisher

which is now being laid, will be commenced this fall by pages and half pages in magazines. This will increase the cost of operating the bureau considerably. So far, the largest item of expense outside of salaries has been for postage and illustrations for articles.

LOSING TRADE.

Men may endure more incivility than women, but they are more impatient of neglect. One morning I dropped into our suburban grocery. The old proprietor was alone behind the counter. A woman was checking over her monthly statement with him—in a friendly manner, but leisurely, interspersed with the gossip of the neighborhood.

A hale, prosperous looking man was pacing back and forth before one of the counters. How long he had been there I don't know, but he was evidently growing impatient—and the storekeeper paid no attention to him. Finally he stalked out—without a protest from the man behind the counter.

Why didn't the storekeeper excuse himself a moment from the woman and wait on the man—or give the latter a friendly assurance that he would serve him in a moment? It would have held the man—made a sale—perhaps cemented a customer.—System.

THE TIME-SAVING APPEAL.

Whenever an advertiser has a commodity that saves time for the user, he says so. But he always says so generally—seldom specifically. If the device saves money, he will tell how much. But if it saves time or labor, he hardly ever attempts to translate this economy into minutes, hours and days per year.

Time-saving is a good deal more potent an argument with the average American than money-saving. Time is money in so real a sense to our business man, housewife, and even the salaried man, that when the saving of pennies is contrasted with the saving of minutes, perhaps nine persons in ten would invest a little extra money in a good device on a salesman's showing that it would save time.

Here is a fireless-cooker, made of indurated fibre, like a patent paper water-pail with a tight cover. Inside there is a heavy tinned receptacle, with a cover too. You put the ingredients of a savory beef stew into the metal receptacle, bring them to a boil over the gas-stove for perhaps half an hour, put on the cover, drop the receptacle into the fibre pail, cover that, and then go calling for six or eight hours. No matter how late you come home, all that need be done is lift off the covers and serve the stew.

Now, of all the arguments that can be put forth for this device, the time-saving argument is strongest. There is nothing to say about price—the cooker costs only three-fifty, and will last a lifetime. There isn't anything new to say about cooking, except that this is a process that lets no odor of stew escape through the house. There may be something to say about economy of fuel where gas is burned for cooking. But the grand advertising argument is the economy of time. Where a woman had to cook two meals separately in the ordinary way, now she can cook two together—one to be eaten at noon and the other to be placed in the cooker for evening. Think what

an array of saving in hours this means through a year! Translate that saving into social life, or recreation, or attention to other duties. Think of the hours upon hours of cooking that the smallest household imposes on a woman, and translate that into a table of time saved. Will the average woman understand and be moved by such an argument? It is rather likely that she would. No complex proof is necessary to make it plain.

Here is a patent wall-tint that the manufacturer claims can be "quickly applied." Tell how quickly—how many minutes to tint the walls of an ordinary room. Here are washing machines, hand and power driven, all sold on the claim that they save time as well as labor. The time-saving must be absolutely a matter of minutes. Yet the best argument for washing machines was anticipated years ago by a chap who had nothing but a powerful soap to contribute to wash-day. He called it "Nine O'clock Tea," the point being that a woman who washed with that soap was through and sitting down to a cup of tea by nine in the morning. Here's a carpet-sweeper that is said to save time, save labor, save wear on carpets, save health, save dust—a fivefold economy in any home. But of the five factors of saving only one can be demonstrated in figures, and that's the time element.

Do you catch the idea?

Look through the newspapers and magazines, observe the elaborate arguments that have been built up for many commodities, and note how this time-element, while a widely-used general claim, is almost studiously slighted when it comes to particulars of saving. Here is a neglected talking-point. Work it out in minutes. Show it on the clock and the calendar.

ALMOST LIKE GAMBLING.

A one time insertion of an ad "to see how it will go" is like dropping a coin in a slot machine—the percentage is against you.—"Results," house organ of the Johnston-Dienstag Company.

WITH ENGLISH ADVERTISERS.

There are, of course, several professions which are either by rule or etiquette forbidden to advertise, and it may be of interest to consider for a moment the effect of this prohibition. Of the non-advertising professions, that of the doctor is probably the most conspicuous example. Any member of the medical profession who advertises, except by means of a brass plate on his door, and in some cases by a red lamp over it, would be adjudged guilty of "infamous" conduct professionally, and the penalty would be the removal of his name from the medical register. One can imagine that there are good reasons why a doctor should not advertise. It does seem rather repugnant to have a medical man proclaiming the number of his cures and so forth, but the fact remains that whilst they are nominally debarred from advertising doctors do get a good deal of valuable publicity.

Whenever any leading man or woman is seriously ill one immediately becomes familiar with the name of the physician or surgeon who is in charge of the patient, and this free advertising must be worth a tremendous amount of money. It is, of course, true that if a comparatively humble doctor effects a remarkable cure in an hospital, and the facts are stated in the papers, the practitioner soon finds himself in hot water, and he has to prove that it was not his fault and that he was in no way responsible for the publicity given to the case. If, however, an aristocratic West-end doctor attends an eminent patient, and a cure follows, nothing whatever is said about the name being given and no comment is made on the facts getting into the papers.

Then again, it is not altogether impossible to find in certain diaries the names of specialists in various lines of practice, and there is also an even more useful form of publicity which is open to medical men. A doctor may

publish a popular handbook on disease or some constitutional trouble or tendency. This book may be sold and advertised for a shilling or two, and from the beginning to the end the author may dwell on his treatment, how he handles such cases, what he does to correct the particular tendency, and it has been proved in more than one instance that this is a peculiarly valuable form of advertising. The blunt man would probably say that he could not see the difference between publishing the various chapters of the book in a newspaper with one's name at foot, and as an avowed advertisement, and issuing the matter in book form with the name on the title page, but the fact remains that one passes unchallenged whilst the other would cause trouble. Experience has proved that the book method leads on to fame, fortune and reputation as a specialist, whereas the other brings the unfortunate doctor before the Medical Council, and ends in his being struck off the register. These statements are not suggestions as to what might happen under certain circumstances, but what has actually happened in one or more conspicuous cases. A practice that was worth probably a few hundred a year has had its value multiplied many times by this insidious method of advertising. There are one or two cases in which doctors have been struck off the register for frankly advertising themselves, and who now append to their names in their advertisements "Ex-L. R. C. P." or something of that kind, which shows the professional status they once possessed but which they no longer enjoy.

Another indirect result of the prohibition of medical advertising is the help it gives to the quack advertiser, who is able to make the most reckless statements without let or hindrance. We have no law which restrains an advertiser from claiming to cure any ordinary form of disease, and though this may have its advantages it has also grave disadvantages, as statements are made which

no one who knows the facts can possibly excuse. One expects an advertiser to say the best he can for his article, but there is something between this and claiming to cure diseases which are either incurable or curable only by very drastic methods. One occasionally reads the phrase "The ethics of advertising," and the question is sometimes discussed as to the moral limits of the claim put forward. Obviously, it is a difficult point to decide, what may or may not be legitimately said, but there can be no doubt that the line of what is legitimate is crossed when untruthful claims are made to cure grave diseases, when the effect of such statements is to prevent the patient seeking proper and skilled advice. There are, of course, those who are honestly deluded as to the power of their remedy, but there are also cases where the advertiser not only does know, but must know that the claims made are false. Some years ago some very flaming advertising was done for a well-known proprietary article, and most remarkable testimonials were printed giving marvelous cures in all sorts, kinds, and conditions of complaints. In the writer's conversation with the gentleman responsible for the advertising the following admission was made: "Every testimonial is quite genuine. Of course, I know that people cannot have been cured of such diseases as they say was the case, but there is no question as to their having said it." Here the responsibility for absurd claims was transferred by the advertiser from himself to the writers of the testimonials, but it was impossible to avoid the conclusion that some of the letters ought never to have been published, as the inevitable result of their publication would be to keep persons who were suffering from dangerous complaints from promptly seeking skilled advice.

Architects who wish to preserve their status are also debarred from advertising, though the prohibition in this case is rather hard to understand. It does not, however, prevent a good

deal of very valuable publicity for the profession.

The building papers regularly publish their successful designs with the names of the architects attached, and in the case of any conspicuous building in which there has been a competition for the best plans, these are published even in the general press. A good illustration of that has been seen here recently. The London County Council proposes to build a County Hall, for which they have secured a site opposite to the Houses of Parliament, and the successful competitor, Ralph Knott, obtained an advertisement which it would have cost many thousands of pounds to purchase in the ordinary way. Not only were his plans published in the newspapers, but they were discussed, argued about, and an exhibition was held of his design and that of his nearest competitors, and he must have obtained an amount of publicity which will secure him commissions for a good many years ahead. The only drawback is this—though the building will remain, the name of the architect will soon be forgotten; and unless he succeeds in obtaining the award for some other important building, his name will drop out of remembrance, except of those actually connected with building and architecture.

It is always unwise to discuss the business of other people, but to an outsider it does look as though it would be more satisfactory if an architect were allowed without loss of status to advertise in a dignified sort of way. Surely the heavens would not fall if Mr. So-and-so were allowed to put his name in the papers at intervals, and state he was the architect of various buildings which might be enumerated. No one suggests that an artist and a gentleman should adopt the methods of a cheap-jack, but surely the alternative is not between shouting at the street corner, and an architect being almost forbidden to give his name or evidence of his ability in his own particular profession. There is one rather humorous idea in this connection which ought to be mentioned.

Any man, whatever his qualifications or want of them, can put a plate on his door and call himself "Architect," though if a man wishes to rank high in his profession he will get himself on to the register of the Royal Institute of British Architects by examination.

Neither solicitors or barristers are allowed to advertise here, though a certain amount of advertising is obtained in similar ways to those referred to in connection with doctors. A book may be published, or a big success scored in connection with some *cause celebre*, but beyond that members of the legal profession have to wait till the public comes to them. Members of the Stock Exchange, again, may not advertise, though outside brokers are at liberty to do what they like. One therefore frequently reads the complaints that whilst accredited members of the Stock Exchange are suffering from acute business depression the outside broker may say just what he chooses, incite the public to gamble as much as he pleases, and he may put forward any claims he likes. The natural result is that the outside broker may and does create a big business at the expense of actual members of the Stock Exchange. This is, of course, felt to be a great grievance, but it is fairly obvious that there is only one remedy for it. The member of the Stock Exchange is fighting the outside broker with one hand tied behind his back, and it is hardly to be wondered at if he is worsted in the fight.

One other point might be mentioned. While the stock-broker may not advertise the banker and insurance office may do so freely. It is only fair to mention the fact that in neither case is proper advantage taken of the fact, and one never sees in English publications such forceful presentments of the Banks' and Insurance Companies' case as one finds in the United States. Merely to state the capital and give tables of figures in a dull and uninteresting way is generally considered sufficient, whereas there is a big field for

either a Bank or Insurance Company that would drive home the points about its business in clear, lucid Saxon, and make the reader feel he must consider its claims and advantages. Heaps of people do not insure because they have never had a straight appeal made to them by means of clever press publicity. F. W. SEARS.

AMERICA'S LARGEST CLOCK.

The largest tower clock ever constructed in America, has just been completed and tested by the Seth Thomas Clock Co., at its factories in Thomaston, Conn. This huge timepiece was built for Colgate & Co., Jersey City, N. J. The clock will be placed on the roof of their factory building, which is located near the Pennsylvania Railroad terminal, and the position of the dial will allow the time to be seen from all boats passing on the Hudson River and from office buildings in the downtown section of New York City.

The dial of this gigantic clock will be 40 feet six inches in diameter, and will be made of yellow pine boards six inches wide, spaced three inches apart. The minute hand measures 20 feet from the end of the hub to the tip and weighs, with the counter balance, 640 pounds. The hour hand is 15 feet in length and weighs 500 pounds without the balance. The numerals on the dial are five feet high and 30 inches wide. The spade of the hour hand measures three feet 10 inches in width, while that of the minute hand is two feet 11 inches. The point of the minute hand travels every minute 23 inches, while in a week it covers three and two-thirds miles. The hour hand travels three feet four and three-quarter inches every hour, or 570 feet in one week.

The method of illuminating the hands is most unique. The hands will be outlined by a row of lights. Forty-two incandescent lamps will illuminate the hour hand and 25 lamps will outline the minute hand. The hour marks in the day time will be heavy black coffin-shaped strokes, 30 inches across at the widest point and tapering to a point at the inner end. The background of the dial will be white and the distance from center to center of the numerals will be 10 feet.

At night the hours will be designated by a row of incandescent bulbs extending through the center of each hour mark.—*Jewelers' Circular*.

THE NATIONAL CAMPAIGN.

Some of the best and most profitable advertising never induces a reply. But if advertising be rightly done, it will so enlighten possible buyers and so enhance the article in their esteem as to make it, in the long run, profitable. Advertising may not bring visible results every week in proportion to its cost, any more than a salesman does, but that advertising as a selling help stands squarely on all fours there is no longer any doubt.—*Selling Magazine*.

JONES BROTHERS, OF KANSAS CITY.

"I wonder where that farmer will take his chickens and eggs, and where he will do his trading to-morrow?"

Two men were riding over the prairies near the small town of Stafford, Kansas, a score or more of years ago, on a Sunday afternoon. They were the Jones brothers, proprietors of a small mercantile establishment at Stafford. They had noticed the farmer busy in his barn-yard preparing his chicken coops and gathering his eggs ready for the morrow, when he would take the wife and family to town to do their trading.

"No doubt the farmer's wife is in the house now figuring out her purchases and making calculations as to how far her chicken, egg and butter money will go," said one of the Jones brothers. "We should have our price list of merchandise before that woman now."

"Yes," the other continued, "we should have a price list also showing her how much we will pay for her poultry and eggs."

And the Jones brothers began planning their first advertising campaign from that very moment. Since then they have executed many gigantic merchandise sales, accomplished by aid of huge advertisements, but it is doubtful if any ever gave them more satisfaction than their first, prepared after this Sunday afternoon inspiration.

Jones Brothers employed a man to go about the country to gather a correct mailing list to which they were to send their advertisements, there being no newspapers of general circulation there. Then they prepared an exhaustive price list and had it printed on a big sheet of paper. This was changed frequently and mailed to those within their trading area. It brought trade, so much trade that from 1887 to 1889 they increased their business to an aggregate of \$75,000, starting with a stock of \$3,500. Then they moved to Kansas City, Kan-

sas, where a larger field awaited them, opening a store there on March 15, 1890. Inside of two months they began expanding their floor space. Their first expansion in Kansas City, Kansas, was to employ larger newspaper space than any store in the town, and space almost equal to some of the largest stores across the river in Kansas City, Missouri. In 1895, they leased a six-story building in Kansas City, Mo., and left Kansas, the scene of their first merchandising successes. They leased a store-room five blocks from the shopping district, and the owner of the building was skeptical about them being able to pay the rent, because they were so far removed from the trade center frequented by women shoppers.

"Even if you do sell goods cheap, you are so far removed from the other stores that the ladies will have been captivated by the window displays and will never come five blocks out of their way," the owner of the big building told J. L. Jones.

"But we shall never permit them to go to other stores first," replied Mr. Jones. "They will come here first. Then if we can't please them, and do not have what they wish, they may go elsewhere."

"But how will you attract them here?" The store owner was puzzled.

"Advertising."

The first year's contract with a Kansas City paper called for the expenditure of not less than \$2,500, but the store spent with this one newspaper that year \$10,500. Now they spend over \$100,000 a year.

Jones Dry Goods Company is known locally in Kansas City as the White Store, being constructed of white enamel brick and occupying a whole block. The building is five and six stories high, and is being added to from time to time as the business increases.

Jones broke the full page advertising limit long ago and double pages are now used on special sales. They frequently use full pages in telling of special

sales on articles such as blankets, shoes, silks, etc. In their advertising department five copy writers are employed and these people build on an average twelve full pages per week besides a number of smaller ads—the overflow.

Very little advertising is placed outside of the four dailies of Kansas City. Few novelties are being used, and fewer every year get past the advertising manager. J. L. Jones, secretary of the company, is in direct charge of the advertising appropriation and also in the preparation of much of the special copy. His brother, Lawrence M. Jones, president of the company, also takes keen interest in the store ads, and once in a while in his brother's absence writes the leading announcements for their special sales.

The Big White Store at Twelfth, between Main and Walnut streets, was started there November, 1899, following a fire in their first Kansas City store at Sixth and Main streets, beyond the shopping district, but Jones advertised the location and it brought the buyers. From a frontage of 125 feet on Main street nine years ago they have now absorbed the entire block, except a small space at one corner.

A main feature of their advertising (as is true with all successful department store advertising) is the absolute honesty of the advertisements in describing goods and prices. The customers can always get their money back, if displeased, and this statement appears prominently in the advertising.

When asked why he uses such large space, J. L. Jones stated that big space made possible the presentation of a wide range of merchandise to shoppers, even if they did not read the entire ad. Often several hundred articles are mentioned and priced in a single ad. "Our aim is to interest some member of the family in every advertisement," a member of the firm remarked.

In answer to inquiries by a reporter for PRINTERS' INK, J. L.

Jones said: "Our firm does not use programmes, but we appear in the newspapers every day. Our ads, as a rule, are largest on Mondays and Saturdays. Monday is the best sales day in the store. We use evening papers more freely because they are read by the women after supper. However, the morning papers are growing stronger.

One of the really different features of the Jones' ads is a pretty little sentiment expressed under the title: "The Heart of Things."

These are not written by the advertising manager, nor any of the copy writers, but by one or the other of the Jones brothers themselves.

The struggle of the Jones brothers has been long and from the ground up. Their father and mother sold their old homestead to get the necessary money to put with money the boys had saved, to start the business. They had faith in their sons' business ability and they helped to stake them.

They had no other assistance. Hard work—often twenty hours a day—was their portion for many years in the upbuilding of their merchandise enterprises. But withal they have lost none of their rugged honesty, and love for the beautiful in life, and these essays "In the Heart of Things," are studies in romance, industry and higher thought. The essays have come to be such a feature that no Jones advertisement is really a Jones advertisement without one of them. The essays are directly in the center of the page of bargains, and are bordered into a space about six inches square.

In this respect the Jones department store ads are unique. In all other respects they are strictly business, plain spoken, and must be pullers, for the appropriation grows larger as the bounds of the White Store encroach upon its neighbors.

TRUE economy in advertising often means what apparently seems a lavish waste of money. No great advertising success was ever achieved without a liberal unloosening of purse strings at the right time and in the right place.—*Business Problems.*

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1907 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1907 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1908 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham, Ledger, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

ARIZONA.

Phoenix, Republican. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

CALIFORNIA.

Los Angeles, Evening News. Guarantees an average daily circulation in excess of 24,000.

Oakland, Enquirer. Average 1907, 28,499; Feb. 1908, 49,118. Largest circulation in Oakland guaranteed.

COLORADO.

Denver, Post. The trail of the mighty dollar leads from the West. Start it your way with a Wantad in the Post. Cir. dy. 59,606, Sy. 84,411.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Bridgeport, Evening Post, sworn daily, year 1907, 11,945. Sworn daily, Dec. 12, 478.

Meriden, Journal, evening. Actual average for 1906, 7,580. Average for 1907, 7,743.

Meriden, Morning Record and Republican. Daily average 1906, 7,672; 1907, 7,769.

New Haven, Evening Register, dy. Annual sworn aver. for 1907, 15,726; Sunday, 12,104.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,843. E. Katz, Special Agent, N. Y.

New Haven, Union. Average 1907, 16,548. E. Katz, Sp. Agt., N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547. Gives best results.

Norwalk, Evening Hour. February circulation exceeds 8,400.

Norwich, Bulletin, morning. Average for 1906, 5,920; 1907, 6,559; January 1908, 7,488.

Waterbury, Republican. Av. 1907, 6,638 morn.; 4,400 Sunday. Feb. '08, Sun., 5,022.

DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1907, 55,486 (©©).

FLORIDA

Jacksonville, Metropolis, dy. Average 1907, 10,850. E. Katz, Special Agent, New York.

GEORGIA.

Atlanta, Journal, dy. Av. 1907, 51,144. Sunday 56,882. Semi-weekly 63,275. The Journal covers Dixielike the dew.

IDAHO.

Boise, Evening Capital News, d'y. Aver. 1907, 5,368; Actual circulation, Dec. 31, 1907, 6,070.

ILLINOIS

Aurora, Daily Beacon. Daily average for 1905, 4,580; 1906, 6,454; 1907, 6,770.

Calumet, Citizen. Daily average 1st 6 months, 1907, 1,585.

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago, The American Journal of Clinical Medicine, mo. \$2.00, the open door to the American Doctor, and through him to the American Public. Av. circ'n for past 3 years, 40,000.

Chicago, Breeder's Gazette, weekly. \$2. Aver. circulation for year 1906, 70,000. For year ended Dec. 25, 1907, 74,755.

Chicago, Commercial Telegraphers' Journal, monthly. Actual average for 1907, 15,000.

Chicago, Dental Review, monthly. Actual average for 1906, 4,001; for 1907, 4,018.

Chicago, Farm Loans and City Bonds. Leading investment paper of the United States.

Chicago, National Harness Review, monthly. 5,000 copies each issue of 1907.

Chicago, Record-Herald. Average 1907, daily 151,464; Sunday 216,464. It is not disputed that The Chicago Record-Herald has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©©).

Joliet, Herald, evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation for 1907, 21,659.


INDIANA

Evansville, Journal-News. Ar. for 1907, 18,188. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1907, 26,112.

Princeton, Clarion-News. daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item. daily. Sworn average net paid circulation for twelve months ending Dec. 31, 1907, 3,039. A circulation of over 5,000 guaranteed in all 1907 contracts. Item goes into 80 per cent of the Richmond homes. No street sales. Uses no premiums.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn average Jan., 1908, 9,595. Absolutely best in South Bend.

IOWA

Burlington, Hawk-Eye. daily. Aver. 1907, 8,937. "All paid in advance."

Davenport, Times. Daily aver. Mch., 18,957. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital. daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch. flat. If you are after business in Iowa, the CAPITAL will get it for you. First in everything.

KANSAS

Hutchinson, News. Daily 1906, 4,260; 1907, 4,670. E. Katz, Special Agent, N. Y.

Lawrence, World. daily. Actual average for 1907, 4,217.

Pittsburg, Headlight. dy and wy. Average 1907, daily 6,228; weekly 8,547.

KENTUCKY

Lexington, Leader. Ar. '06, avg. 5,157. Sun 6,798; for '07, avg., 5,590. Sp. 7,102. E. Katz.

MAINE

Augusta, Comfort. mo. W. R. Gannett, pub. Actual average for 1907, 1,204,488.

Augusta, Maine Farmer, w'kly. Aver. for 1907, 14,126. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1907, daily 10,018; weekly, 28,422.


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1907, 8,012.

Portland, Evening Express. Average for 1907, daily 18,514. Sunday Telegram, 8,855.

MARYLAND

Baltimore, American. Daily average for 1907, 75,659; Sun., 91,209. No return privilege.

Baltimore, News. daily. Evening News: publishing Company. Average 1907, 77,748. For March, 1908, 88,005.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.









Boston, Evening Transcript (©©). Boston's tea table paper. Largest amount of week day adv.

Boston, Globe. Average 1907, daily, 181,844; Sunday 508,508. Largest circulation daily of any two cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon editions for one price.

Boston, Post. Average 1907, daily, 248,980; Sunday, 226,765. Not over two morning papers in the country equal this circulation. Including morning, evening and Sunday papers in comparison, not over six American newspapers approach the circulation of the Daily and Sunday editions of The Boston Post. "Grow with us in 1908."

   
   
Lynn, Evening Item. Daily sworn ar. year 1906, 15,008; 1907, average, 16,522. The Lynn family paper. Circulation unsurpassed in quantity or quality by any Lynn paper.

Worcester, L'Opinion Publique, daily (© ©). Paid average for 1907, 4,586.

MICHIGAN.

Bay City, Times, evening. Average for 1907, 11,054 copies, daily, guaranteed.

Jackson Patriot. Average Feb. '08, daily 8,558, Sunday 9,243. Greatest net circulation.


Saginaw, Courier Herald, daily, only Sunday paper; ar. for 1907, 14,749. Exam. by A. A. A.

Saginaw, Evening News. daily. Average for 1907, 20,557; March, 1908, 20,875.

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Aver. for 1907, 22,074.

Minneapolis, Farm Stock, and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; for 1907, 105,558.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakota, Western Wisconsin and Northern Iowa. Use it to reach section most profitable.

   
Minneapolis, Journal. Daily and Sunday (© ©). In 1907 average daily circulation, 72,861.

In 1907 ar. Sunday cir., 72,578. Daily average circulation for Mch., 1908, 74,722. Average Sunday circulation for Mch., 1908, 74,895. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any paper in its field and to reach the great army of purchasers throughout the North-west. The Journal brings results.







Minneapolis. Svenska Amerikaniska Posten. Swan J. Arnould, pub. 1907, 54,962.

CIRCULAT'N **Minneapolis Tribune** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1907, was 76,608. The daily Tribune average per issue for the year ending December, 1907 was 101,165.

St. Paul. Pioneer Press. Net average circulation for 1907—daily \$5,716. Sunday \$5,465. The absolute accuracy of the Pioneer Press circulation statement is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona. Republican Herald. At June, 4,616. Best outside Twin Cities and Duluth.

MISSOURI.

Joplin. Globe, daily. Average 1907, 17,030. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1907, 57,588. Smith & Thompson, East. Reps.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Aver. 11 mos. 1907, 10,685 (©). Eastern office, 59 Maiden Lane.

St. Louis. National Farmer and Stock Grower, mo. Actual average for 1907, 104,666.

MONTANA.

Missoula. Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln. Deutsch-American Farmer, weekly. Average 1906, 141,829.

Lincoln. Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in city. Average for 1907, 4,271.

NEW JERSEY.

Asbury Park. Press. 1907, 5,076. Gained average of one subscriber a day for ten years.

Camden. Daily Courier. Actual average for year ending December 31, 1907, 9,001.

Elizabeth. Journal. Ar. 1905, 6,515; 1906, 7,647; 1907, 8,311; Jan., '08, 9,479.

Jersey City. Evening Journal. Average for 1907, 24,530. Last three months 1907, 25,928.

Newark. Eve. News. Net dy. av. for 1906, 65,022 copies; for 1907, 67,195; Jan. 69,829.

Trenton. Evening Times. Ar. 1906, 14,227; aver. 1907, 20,270; last 1/2 yr. '07, aver. 20,400.

NEW YORK.

Albany. Evening Journal. Daily average for 1907, 16,395. It's the leading paper.

Brooklyn. N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average for year 1907, 52,697.

Buffalo. Courier, morn. Ar. 1907, Sunday, 91,447; daily, 51,604; Enquirer, even. 34,570.

Buffalo. Evening News. Daily average 1905, 94,690; for 1906, 94,745; 1907, 94,845.

Mount Vernon. Argus, evening. Actual daily average for year ending Feb. 29, 1908, 4,374.

Newburgh. News, daily. Average circulation first quarter 1908, 6,088; over six times other Newburgh papers.

New York City.

New York. Army and Navy Journal. Est. 1863. Actual av. for '07, 9,824; av. Jan. '08, 10,125.

Automobile. weekly. Average for year ending Dec. 29, 1906, 15,212.

Baker's Review. monthly. W. R. Gregory Co., publishers. Actual average for 1907, 8,784.

Benziger's Magazine. the only popular Catholic Family Magazine published in the United States. Circulation for 1907 64,416; 50c. peragate libe.

Clipper. weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 26,611 (©).

El Comercio. mo. Spanish export. J. Shepherd Clark Co. Average for 1907, 8,538—sworn.

Music Trade Review. music trade and art weekly. Average for 1907, 4,709.

Printers' Ink. a journal for advertisers. published every Wednesday. Established 1838. Actual weekly average for 1907, 7,269.

The People's Home Journal. 564,416 mo. Good literature. 458,606 monthly, average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, publisher, Inc.

The Tea and Coffee Trade Journal. Average circulation for year ending April, 1908, 9,647; April, 1908, issue, 10,500.

The World. Actual aver. for 1907, Morn., 245,443. Evening, 408,172. Sunday, 848,335.

Schenectady. Gazette, daily. A. N. Lecky. Actual average for '08, 15,800; for '07, 17,152.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1906, daily 22,208. Sunday 40,004.

Troy. Record. Average circulation 1907, 20,165. Only paper in city which has permitted A. A. examination, and made public the report.

Utica. National Electrical Contractor, mo. Average for 1906, 2,625.

Utica. Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1907, 14,889.

NORTH DAKOTA.

Grand Forks. Nordmanden. Av. yr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron. Times, daily. Actual average for year 1906, 8,977; 1907, 9,551.

Ashtabula. Amerikan Sanomst. Finnish. Actual average for 1906, 10,690.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1907, 74,911; Sunday, 88,878; March, 1908, 75,350 daily; Sun., 86,383.

Cushocan. Age, daily. Net average for past six months to March 1, 1908, 5,355.

Dayton. Journal. First six months 1907, actual average, 24,106.

Springfield. Farm and Fireside, over 1/2 century leading Nat. agri-cult'l paper. Cir. 145,000.

Warren. Daily Chronicle. Actual average for year ending December 31, 1906, 2,634.

Youngstown. Vindicator. Dy. av. '07, 14,768; Sp. 10,017; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA.

Ardmore. Ardmoreite, daily. Average for 1906, 2,445.

Muskogee. Times-Democrat. Average 1906, 5,514; for 1907, 6,659. E. Katz, Agt., N. Y.

Oklahoma City, The Oklahoman. 1907 aver., 20,152; Mo., 1908, 22,205. E. Katz, Agent N.Y.

OREGON.

Mt. Angel. St. Joseph's Blatt. Weekly. Average for September, 1907, 20,286.

Portland, Journal, daily. Average 1907 22,805; for Mo., 1908, 29,458. The absolute correctness of the latest circulation statement guaranteed by Rowell's American Newspaper Directory.

Portland, The Oregonian (C). For over fifty years has been the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Daily circulation, daily average 22,898; Sunday average 42,365.

Portland, Pacific Northwest, mo.; average for 1907, 16,000. Leading farm paper in State.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1907, 7,640. N. Y. office, 220 E'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1907, 18,508; March, 1908, 18,468. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph. Sworn av. Mar. 1908 15,274. Largest paid cir. in E'g or no pay.

Philadelphia, Contentioners' Journal, mo. Av. 1907, 3,470; 1908, 2,514 (C).

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of February, 1908:

1.....	313,000	16.....	Sunday
2.....	Sunday	17.....	283,570
3.....	266,577	18.....	256,907
4.....	261,151	19.....	251,644
5.....	260,972	20.....	267,540
6.....	263,759	21.....	269,372
7.....	265,071	22.....	268,879
8.....	256,072	23.....	Sunday
9.....	Sunday	24.....	267,858
10.....	264,210	25.....	265,651
11.....	261,414	26.....	256,870
12.....	267,434	27.....	266,151
13.....	258,775	28.....	259,561
14.....	263,568	29.....	259,181
15.....	257,924		

Total for 26 days, 6,593,073 copies.

NET AVERAGE FOR FEBRUARY

263,723 copies a day

"The Bulletin's" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

FARM JOURNAL, Philadelphia, has been awarded the (C) by Printers' Ink, indicating that advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. And in addition to this, FARM JOURNAL has the largest circulation of any agricultural paper in the world. The average for 1907 was 573,083 copies each issue.



Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1907, 102,993; the Sunday Press, 124,000.



West Chester. Local News, daily. W. H. Hodgson, average for 1907, 15,687. In its 25th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1907, 18,124.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1907, 17,908 (sworn).



Providence, Daily Journal, 17,712 (C), Sunday, 24,172 (C). Evening Bulletin 27,061 average 1907. Bulletin circulation for 1908 over 45,000 daily.

SOUTH CAROLINA.

Charleston, Evening Post. Actual d'y. average for 1907, 4,261. March, 1908, 4,489.



Columbia, State. Actual average for 1906, daily (C) 11,287 copies; semi-weekly, 2,625; Sunday (C) 1908, 12,228. Actual average for 1907, daily (C) 12,052. Sunday (C) 15,957. Semi-weekly 2,987.

Spartanburg, Herald. Actual daily average circulation for 1907, 2,715. Dec. 1907, 3,067.

TENNESSEE.



Chattanooga, News. Average for 1907, 14,468. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more adv. in 6 days than morning paper 7 days. Guarantee largest circulation or no pay.



Knoxville, Journal and Tribune. Week-day average year ending Dec. 31, 1907, 14,694. Week-day average Jan. 24 in excess of 15,000. The leader.

Memphis, Commercial Appeal, daily. Sunday, weekly. First six months 1907 av.: Dy., 41,783; Sunday, 61,485; weekly, 81,219. Smith & Thompson, Representatives. N. Y. and Chicago.

Nashville, Banner, daily. Aver. for year 1906, 21,455; for 1907, 26,206.

TEXAS.

El Paso, Herald, Jan. av., 9,003. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1905, 3,527; 1906, 4,112; 1907, 4,525. Exam. by A. A. A.

Bensington, Banner, daily. F. E. Howe. Actual average for 1906, 1,930; 1907, 2,019.

Burlington, Free Press. Daily average for 1907, 8,415. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus, daily. Av. 1907, 2,126. Only Montpelier paper exam. by A. A. A.

Rutland, Herald, Average 1907, 4,268. Only Rutland paper examined by A. A. A.

St. Albans, Messenger, dy. Average for 1907, 3,532. Examined by A. A. A.

VIRGINIA.

Danville, The Bee. Av. 1903, 2,711. March, 1905, 3,014. Largest circulation. Only evening paper. New rate card in effect May 1st.

WASHINGTON.

Seattle, Post-Intelligencer (©).
Av. for Feb. 1908, net—Sunday
\$9,646; Daily, \$2,083; week day
\$9,874. Only sworn circulation
in Seattle. Largest genuine and
cash paid circulation in Washing-
ton; highest quality, best service,
greatest results always.

Tacoma, Ledger. Average 1907, daily, 18,506;
Sunday, 21,798.

Tacoma, News. Average 1907, 16,525; Sat-
urday, 17,610.

WEST VIRGINIA.

Wheeling, W. Va. News. W. Wm. B. Blake
& Son, pub. Aver. 1907, 2,524.

WISCONSIN.

Janesville, Gazette. Daily average for 1907,
8,671; semi-weekly, 2,416; Mch., vs. dy., 4,825.

Madison, State Journal, dy. Actual average
for 1907, 5,086.



Milwaukee, The Journal, eve.,
ind. Daily average for 1907,
51,922; for March, 1908, 54,706;
daily gain over Mar., 1907, 5,216.
The paid CITY circulation of the
Milwaukee Journal is guaranteed
advertisers to be larger than is the
TOTAL circulation of either of the
other evening dailies, and the TOTAL circulation
of the Journal to be 30% MORE than is the TOTAL
of the TWO COMBINED. The Journal leads all
Milwaukee papers in classified and volume of
advertising carried.

Milwaukee, Evening Wisconsin, d'y. Av. 1907,
28,082 (©). Carries largest amount of ad-
vertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for
1907, 8,680. Examined by A. A. A.

Racine, Journal, daily. Average for the last
six months 1907, 4,676.

**THE WISCONSIN AGRICULTURIST**

Racine, Wis., Estab. 1877.
Actual weekly average for year
ended Dec. 30, 1907, 56,817.
Larger circulation in Wisco-
sin than any other paper. Adv.
\$3.50 an inch. N. Y. Office, Ten-
ple Ct. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune. Actual daily average for
for 1908, 5,126; semi-weekly, 9 mos., '07, 4,294.

BRITISH COLUMBIA.

Vancouver, Province, daily. Av. for 1907,
18,846; Feb. '07, 12,973; Feb. 1908, 15,618. H.
LeClerque, U. S. Rep'r., Chicago and New York.

MANTOBA, CAN.

Winnipeg, Der Nordwesten, Canada's Ger-
man newsp'r. Av. 1907, 16,546. Rates 56c. inch.

Winnipeg, Free Press, daily and weekly. Av-
erage for 1907, daily, 26,852; daily Mar. 1908,
25,878; weekly av. for mo. of Mar., 28,287.

Winnipeg, Telegram. Average daily, Mar-
'08, 28,785. Weekly av. 27,000. Flat rate, 3 1/2 c.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907,
daily 108,828, weekly 50,197.



Montreal, The Daily Star and
The Family Herald and Weekly
Star have nearly 300,000 subscrib-
ers, representing 1,000,000 readers
—one-fifth Canada's population.
Av. circ. of the Daily Star for 1907,
62,827 copies daily; the Weekly
Star, 129,825 copies each issue.

How One Reader Regards It.

The man with an appro-
priation should not fail to
keep posted on the "Roll of
Honor."

G. B. SHARPE, Adv. Mgr.

Studebaker Bros., Mfg. Co.,
South Bend, Ind.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, CONN., MORNING RECORD, old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times, 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (C. O.) carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE INDIANAPOLIS NEWS, the best medium in the Middle West for mail-order classified advertising, carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,897 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

STAR LEADS IN INDIANA.

During last year the INDIANAPOLIS STAR carried 626.26 more columns of paid classified advertising than carried by its nearest competitor during the same period. The STAR gained 1749.89 columns over 1906. During the past two years the STAR's circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

MAINE.

THE EVENING EXPRESS carries more Want Ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE BOSTON GLOBE, daily and Sunday, for the year 1907, printed a total of 446,736 paid "want" ads. There was a gain of 1,379 over the year 1906, and was \$20.63 more than any other Boston paper carried for the year 1907.



MINNESOTA.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Mar., 183,678 lines. Individual advertisements, 36,433. Eight cents per square line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1c. a word. No ad taken less than 20c.



THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.



CIRCULAT'N **T**HE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 150,000 subscribers. It publishes over 20 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

by Am. Newspaper History

ST. PAUL DISPATCH, St. Paul, Minn., covers its field. Average for 1907, 68,571.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation daily for 1907, 11,064; Sunday, 15,000.

NEW JERSEY.

JERSEY CITY EVENING JOURNAL, leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEWARK, N. J., FREE ZEITUNG (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

BUFFALO EVENING NEWS, with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

ARGUS, Mount Vernon's only daily. Greatest Want Ad medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and consumers. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO.

In a list of 100 recognized classified advertising mediums only two produced results at a lower cost than the CINCINNATI ENQUIRER. A word to the wise is sufficient. You want results.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 23,305. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

UTAH.

SALT LAKE TRIBUNE—Get results—Want-Ad medium for Utah, Idaho and Nevada.

CANADA.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper in Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,087, Saturdays 117,000—(sworn to). Carries more want ads than any newspaper in Montreal.

THE Montreal DAILY STAR carries more want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carry more want advertisements than any other weekly paper in Canada.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 22,898 publications listed in the 1907 issue of Rowell's American Newspaper Directory, one hundred and twenty are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1851. Richest section in the prosperous South.

WASHINGTON, D. C.

Everybody in Washington SUBSCRIBES to **THE EVENING AND SUNDAY STAR**. Average, 1907, 35,486 (◎◎).

FLORIDA.

JACKSONVILLE TIMES-UNION (◎◎). Pre-eminently the quality medium of the State.

ILLINOIS.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

THE INLAND PRINTER, Chicago. (◎◎). Actual average circulation for 1905, 15,866.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ad brings satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average for 1907, 7,784; weekly, 17,545 (◎◎); 7.44% increase daily over last year.

MASSACHUSETTS.

Boston Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎). Boston. Nearly 300 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

PIONEER PRESS (◎◎). St. Paul, Minn. Most reliable paper in the Northwest.

NEW YORK.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

DRY GOODS ECONOMIST (◎◎), the recognized authority of the Dry Goods and Department store trade.

ELECTRICAL WORLD (◎◎). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. **McGRAW PUBLISHING COMPANY**.

ENGINEERING NEWS (◎◎). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. **McGRAW PUBLISHING COMPANY**.

HARDWARE DEALERS' MAGAZINE. In 1907, average issue, 21,500 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 235 Broadway, N. Y.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the **NEW YORK HERALD** first.

NEW YORK TIMES (◎◎). Actual sales over 1,000,000 a week. Largest high-class circulation.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation for 1907, 5,316 weekly. **McGRAW PUBLISHING COMPANY**.

VOGUE (◎◎) carried more advertising in 1905, 1906, 1907, than any other magazine of gen. cir.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

OHIO.

CINCINNATI ENQUIRER (◎◎). In 1907 the local advertising was 33 1-3% more than in 1906. The local advertiser knows where to spend his money. The only Gold Mark paper in Cincinnati.

OREGON.

THE OREGONIAN (◎◎), established 1851. The great newspaper of the Pacific Northwest.

Increased Receipts for Circulation Means More Readers and Better Advertising Medium

The cash receipts from the circulation of The Evening Wisconsin for the first quarter of 1908 was 12 per cent. greater than for any three months for sixty years. This shows that the total circulation is greater than ever before. The readers will bear us out in saying that as a newspaper The Wisconsin was never better in quality. The Evening Wisconsin is printed for its readers, which accounts for the continuously increased purchase of the paper by the public. A Gold Mark Paper (©©).

PENNSYLVANIA.

THE PRESS (©©) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1907, 102,993; The Sunday Press, 124,006.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Best two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (©©), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (©©), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (©©) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (©©), Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (©©), the only gold mark daily in Wisconsin.

CANADA.

THE HALIFAX HERALD (©©) and the EVENING MAIL. Circulation 15,558, flat rate.

THE GLOBE, Toronto (©©), brought 57 replies, to 40 and 20 of two next highest papers.

MATRIMONY AD ON EGG MAKES TROUBLE.

Lake City, Iowa, April 1.—H. W. Headley has offered a reward of \$50 for any information that may lead to the identity of the person who signed the name of his daughter Alice on an egg, bearing the statement that she was in search of a husband. The box of eggs containing the message was received in Gowrie recently, and from that place a story was sent out, which gained wide publicity.

As a result of the matter Miss Headley is greatly affected, and her parents are highly indignant. They declare that the signature is a forgery, perpetrated by someone bent on doing the young girl harm. Her father says the girl has never had occasion to handle eggs, so that it was impossible for her to enclose her address on an egg. There is much resentment in Lake City as a result of this undesirable bit of publicity, and unhappiness awaits the person who dared to stoop to the trick. Headley has already taken steps to fix the responsibility and says he will not rest until he finds out who is to blame. —Superior, Wis., Telegram.

WORTH THE MONEY.

The latest arrival in the arena of trade journals is the *Amputation Bulletin*, the press representative of the so-called "ambulance chasers," published in New York City. The subscription price will be fifty dollars a year, but this figure is, after all, trifling in comparison with the certain benefits accruing to its readers, which are set forth in the circulars of the journal as follows: "We cover the United States on amputation information, from which any good, live attorney can surely get twenty-five or fifty cases a year—each case with a value of \$5,000 to \$25,000—and, as these cases are taken on a basis of fifty per cent, the income an attorney can obtain from this information is far greater than the salary of the President of the United States."—*Publishers' Weekly*.

AMERICAN typewriting machines have only German competitors in Europe. At a recent display at Grenoble, France, they carried off all the honors. Their use is increasing every day abroad.—*White's Class Advertising*.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 E. ekman.

President, ROBERT W. PALMER.

Secretary, DAVID MARCUS.

Treasurer, GEORGE P. HOWELL.

The address of the company is the address of the office.

London Agent, F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from electrotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 200 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, April 22, 1908.

The Daily

Club

A number of the leading advertising agents of New York and Philadelphia lunched at the Hardware Club on Tuesday of last week at the invitation of the Daily Club, that organization being represented by Messrs Wiley of the New York Times, Butterworth of the Brooklyn Eagle, Rosewater of the Omaha Bee, L. B. Palmer and Edward P. Call, chairman of the executive committee. The object of the meeting was to promote co-operation between the agencies and the daily newspapers, and the result in this respect was very gratifying. Among those present were M. M. Gillam, George Batten, Frank Presbrey, A. R. Elliott, Frank Seaman, J. A. Richards, C. Ironmonger, Wallis Armstrong, K. E. Bunnell of W. H. H. Hull & Co., Montgomery Hallowell of Lord & Thomas, C.

W. Haller of W. F. Hamblin & Co., Newcomb Cleveland of the A. W. Erickson Agency and Gustave Gude. Most of the agents present told of experiences with daily work, which either suggested opportunities for the club or ways in which co-operation could be made valuable, and all left with an impression that a step at least in the right direction had been taken.

The Daily Club has proved its right to exist and has justified its organizers in their belief as to its possibilities. While the main object of the organization is to improve the daily situation by the strict observation of its by-laws and by co-operation in various directions, not the least of its objects is to create new business. Even though the active work is less than three months old, considerable has been accomplished in this respect and the foundation for much more has been laid. There are fifty members in the Daily Club, including such papers as the New York Times, Chicago Daily News, Washington Star, Omaha Bee and San Francisco Call.

While the membership is composed only of members of the American Newspaper Publishers' Association it is plainly obvious that the work is of a special character which cannot be done by the larger organization.

ONE letter in a Greek word changed fundamentally an important Christian doctrine. A comma, even, has upset the meaning of a legal statute. All of which reminds us that care for little things in what we say is not to be neglected.

L'HOMME qui ne fait pas de publicité est comme celui qui n'a pas de logis; on ne sait jamais où trouver ni l'un ni l'autre.—*La Technique Sanitaire*; credited to PRINTERS' INK.

Which being interpreted à la Mark Twain is, "The man who makes not of publicity is as him who has not of home; one knows not never where to find neither the one nor the other." Such is fame.

**From Our
Best Pupil**

PRINTERS' INK shows unmistakable evidences of prosperity. Forty-eight page issues chockful of "meat" is the regular thing nowadays. Congratulations. The "Little School-master" deserves prosperity.—*April Agricultural Advertising.*

THE New York Advertising League will have a beefsteak dinner on April 24th at the German Press Club. Follow-up Systems will be discussed.

THE formal opening of the new building of *La Patrie*, at Montreal, occurred Monday. The paper's new home is a fine structure, situated at the corner of Sainte Catharine and Hotel de Ville streets.

THE merry War of the Trusts is on—Corn Products Refining Company against Royal Baking Powder Company. The former concern is to invade the baking powder business in retaliation against the Baking Powder Trust, which no longer buys its starch from the Corn Products Company.

THE Minneapolis *Tribune* for April 5th was a remarkable issue, from several standpoints. In the first place it contained ninety-four pages, this being required to accommodate the large amount of advertising. There were fourteen page advertisements, each of which had an artistic border carrying a design suggestive of the business advertised. In most of the page advertisements, as well as in many of smaller size, the trademark of the Minneapolis Publicity Club was used to excellent advantage, together with the slogan, "Minneapolis Makes Good."

**Advertiser
and Editor**

Alleging the labels upon the cans to be a violation of the pure food law, the United States government recently libelled 210 cases of Digesto coffee upon the Boston docks. The federal authorities allege that the coffee is misbranded in that the labels indicate

the excess of caffeine and caffe-tannic acid to have been removed. It is not claimed, however, that the coffee is adulterated; and a final decision cannot be reached until after an analysis of the sample.

Digesto coffee has been advertised extensively of late in several of the Boston dailies,—notably the *Transcript*, *Post* and *Globe*. None of the morning papers except the *Herald* contained an account of the hold-up of the coffee. The *American* gave it space in some of its later editions, and the *Transcript* had a brief report to which exception could not well be taken.

The *Herald's* account started upon the first column of page one, and occupied the best part of two columns, including a double column illustration of the federal officers who assisted at the attachment, with the cases of Digesto showing in the background. The headlines occupied over five inches of space, starting with the sentence "210 Cases of Digesto are Confiscated by U. S. Marshal."

Without entering upon the merits of the case, still to be decided, it seems to PRINTERS' INK that the *Herald* would not have lowered its reputation as a news-gatherer if it had decided to omit the story, after the manner of the other morning papers, or at least to have covered it more after the manner of the *Transcript*. It would also appear that the papers which have been carrying Digesto advertising, and which omitted all reference to the hold-up, were not actuated in the least by a desire to worship at the shrine of the Golden Calf, but by an ambition to protect, according to their ability, a legitimate business enterprise. Seldom does a trade name appear so conspicuously in the news columns of a metropolitan daily as did the word "Digesto" in the *Herald*. There would have been plenty of time for the *Herald* to notify its subscribers of the government's action after an analysis of the coffee by the federal chemist. The case is apparently of minor importance, involving at most only the wording upon the label of a coffee can, and it is to be regretted that the *Herald* gave it so much attention.

Renewed for Another Year The Butterick Trio, and the Bates Advertising Company, which have occupied the front cover page of PRINTERS' INK alternately each week for a year past, have both renewed for another period of twelve months.

THE Toronto *Globe* speaks to American advertisers through a booklet just issued, which gives a great deal of information about the domain to the north of us. The *Globe* makes much of the fact that it was the only Canadian paper selected by Albert Frank & Company for their European resort campaign.

THERE are published in South Carolina a round dozen daily papers, fifteen semi-weekly newspapers, and about seventy-five Democratic weekly newspapers. The *Columbia State* pays more postage than the total postage for newspaper carriage paid by the other 100 daily, semi-weekly, and weekly newspapers.

DAUCHY & COMPANY have opened temporary offices upon the twelfth floor of the Franklin Building at 9 Murray street, New York. They will remain here until their permanent quarters upon the sixth floor, which were damaged by fire on April 10th, have been put in order. All the rate and contract books were saved from the fire, and the agency is able to look after its clients' interests as well as ever before.

INCLUDING the advertising insert of the Oxford Linen Mills, which was omitted in the PRINTERS' INK count of business carried in the April *International Studio*, this periodical had 5,040 lines of advertising in the current issue. During the four months ending with March Walter Johnson, the business manager, states that as much advertising was written on yearly contracts as was secured in the twelve months of 1907.

J. H. COOK, for fifteen years in the advertising department of the New York *Tribune*, has resigned in order to devote his attention to the May Manton Pattern Company, and *Dress-Making-at-Home*, in which he is largely interested.

THE Indianapolis *Star* has sent out a folder in the form of a fat money bag, suggesting the amount that is spent each month by the 500,000 people who go to the city on the interurban trolley lines. The *Star* is the only metropolitan morning paper that is read by the majority of these people.

A VERY notable advance in recent American advertising has been made by the Royal Baking Powder Company, both in newspaper and magazine advertising. Particularly in the beautiful halftone work in the magazines have they been able to bring together the Royal Baking Powder and the grapes, from which Royal Cream of Tartar is made in telling style. Among many advertisers this copy is pointed to as being the acme of perfection. It has splendid illustrations, the story is told in a few words, and the desire is created for the pure, delicious grape cookery made from Royal Baking Powder.

OUT in Madison, Wisconsin, a horse ran away one Sunday recently and smashed the window of a millinery store all to pieces. This advertisement appeared immediately in the *Wisconsin State Journal*, across three columns:

ACCIDENT MILLINERY SALE.

Our entire stock of new spring hats is now on sale, at greatly reduced prices, and will continue for the balance of the week.

An accident to our front windows Sunday accounts for this announcement. It will, however, prove to great advantage to buyers of Spring Millinery, coming as it does just at the opening time.

The entire stock is new and fresh. No damage whatsoever was done to the goods, but it will be necessary to make repairs to the building.

Don't Overlook This Opportunity.

J. S. MAHONEY,
401 State Street.

DAVE SHAPIRO, formerly upon the real estate advertising department of the New York *American*, is now with the "Hamilton System" of outdoor advertising.

JOHN B. MENZ, president of the German-American Advertising Agency, Philadelphia and New York, has resigned to take the management of the advertising department of the New York *Evening Call*.

THE *Metropolitan Magazine* for May has an article upon "Taft as a Presidential Candidate," by his campaign manager, Frank H. Hitchcock. A transcript of the article was sent out in advance of the publication of the magazine, which proved particularly interesting to New York advertising men in view of the Secretary's address before the Sphinx Club on April 18th.

Booklet A volume of **Extraordinary** eighty-four pages, 8x10½ inches in size, has come from the press of Edward Stern & Company, Philadelphia, descriptive of the work of the J. G. White Company, Engineers and Contractors. The mechanical work upon the booklet is excellent. Brown ink, is used for the text, with illustrations, head-lines and sub-headings in black. A gray stock is used for the cover, with raised lettering in black and gold.

It is in the half-tones, however, that the chief excellence of the booklet lies. While Stern & Company are responsible for the entire handling of the booklet, Barrett Smith, of the J. G. White Company, assisted in its construction, more particularly in securing photographs for the illustrations. The White Company is in charge of engineering and building enterprises in all quarters of the globe, and the photographs of construction work, taken under unusual conditions all over the world, form both an interesting and instructive portion of the book. Illustrations are given of work in India, South America, Australia, Philippine Islands, England, Holland, Cuba, Canada and the United States. In securing data from some of the distant and less accessible points covered in the text, and in making effective half-tone illustrations of these, it may well be imagined that Mr. Smith and the printers labored under difficulties; and the successful outcome is the more remarkable on this account.

Capper's Papers Arthur Capper, publisher of the *Topeka Capital*, has announced the appointment of J. C. Feeley as manager of foreign advertising, with offices in the Flatiron Building, New York. For the past twenty years the *Capital* has been represented by the Beckwith Special Agency. Mr. Capper is the publisher of a number of papers, including the *Missouri Valley Farmer*, *Household Magazine*, *Farmers' Mail and Breeze* and *Poultry Culture*, and for the past two years Mr. Feeley has been the New York representative of these papers. The publisher believes it will be to the advantage of his publications to have the foreign advertising of his entire list handled from the same eastern office instead of from two offices. Mr. Feeley is to be Mr. Capper's personal representative in the East and will not be connected with any other publications. He is a well-known advertising man in the West, having been for five years advertising manager of the *Capital*. Two years ago he came to New York to open the Capper headquarters. Mr. Capper writes PRINTERS' INK in regard to the change: "I would not think of withdrawing from the Beckwith Agency but for the fact that I am obliged to maintain a New York office for my other papers, and I think it best to have the *Capital* handled by my own representative."

The Capper publications are having a new building erected for them in Topeka. When completed the plant will be one of the most complete and serviceable of any in the entire country.

AFTER more than fifty years of business success at 127 William street, New York City, the Thaddeus Davids Company, manufacturers of inks, mucilage, "Letterine," etc., will move, on or before May 1st, to their own modern six-story fireproof building at 95 and 97 Van Dam street. The entire building will be used by them for their offices and factory.

THE Representative's Club, composed of the advertising representatives of leading magazines and weeklies of national circulation, held its monthly meeting at Keen's Chop House Monday, April 13th. It was one of the most interesting meetings of the club, which has just finished its first year. The club was addressed by Herbert S. Houston of *World's Work*, following which there was an interesting discussion by the members on the subject "How to solicit advertising." The leaders in the discussion were Mr. Lancaster of *Technical World*, Mr. Toy of the *American* and Mr. McMillan of the Butterick Trio.

The Bulletin On Saturday, April 11th the **Moves** Philadelphia *Bulletin* moved to its new building upon City Hall Square. For the sixty years of its existence the paper has always been published in the vicinity of Third and Chestnut streets, but the business life of the city has shifted toward the locality of which the City Hall is the center, and when it became imperative that the *Bulletin* should have more commodious quarters a site was purchased directly in the heart of Philadelphia's greatest activity. The business office at the corner of the first floor will not be ready for occupancy for a few weeks, and during the interval the business pertaining to the paper will be conducted at the downtown office, 612 Chestnut street.

The new building is situated midway between the Broad Street Station and the Reading Terminal. Within a radius of eight

hundred feet the greatest number of people may be found that move or gather daily and nightly within any equal space in the city.

Upon the day of removal the *Bulletin* printed the following editorial upon the relations existing between the paper and the public:

The *Evening Bulletin* in entering its new building on City Hall Square, wishes to convey to each and all of its readers, and to the business public of this city, its appreciation of the good will, the confidence and the support which they have given to it for many years and by which it has been enabled to reach its present stage of development and success.

The policy of this journal in its relation to them is based essentially on the principle that journalism represents primarily the whole people of the community in which a newspaper has its existence, and that the most useful purpose which they expect of it is to give them all the news of the day as fairly, as exactly, and impartially as it can be laid before them.

It has been the uniform aim of the *Bulletin* to carry out this purpose not only with all the enterprise it can command, but also with cleanliness, decency, trustiness and accuracy. No attempt is made to produce fantastic or sensational effects; it looks for facts, the whole facts and nothing but the facts, and the only discrimination which it makes in dealing with them is that they shall be live ones and that they shall be free, in its presentation of them, of scurrility or debasement.

In its discussions and in its treatment of all public questions, the *Bulletin* is absolutely independent. It opens its columns to every side of every legitimate subject that is engaging public attention; it serves no party organization, faction or leadership; it avoids partisanship in any form, and it aims to reach conclusions which shall be sane and just and, therefore, in the interest of the public.

That the people of Philadelphia appreciate these aims and endeavors is attested not only by the fact that the name of the *Bulletin* has become as a household word among them, but that its circulation now reaches far beyond the highest point ever attained by a daily newspaper in this city. Indeed throughout the United States it is equalled or exceeded by only the *New York World*, on its morning and its evening edition, the *American* and the *Journal* of that city, and the *Chicago News*.

It is not the habit of the *Bulletin* to invite attention to itself by either boasts or promises; it prefers, as a rule, to let readers judge it and its columns for themselves; but on the occasion of its entrance into its new and spacious home, it may be pardoned for offering its vast constituency at least the assurance that to its obligation to them it will be not less faithful in the future than it has been in the past.

HOW A THUMB TACK WAS MADE FAMOUS.

AN INTERESTING ILLUSTRATION OF THE CREATIVE WORKINGS OF ADVERTISING AS APPLIED TO WHAT WAS FORMERLY A GENERALLY UNKNOWN COMMODITY. A STRIKING TRADEMARK, APPROPRIATE MEDIUMS, AND PERSISTENT, PROGRESSIVE PUBLICITY THE THREE LINKS IN THIS ADVERTISING CHAIN.

Writers have written and jokers have jested of the various, sometimes amusing and sometimes startling, forms and effects which modern advertising activities have often taken.

Says the writer: "Advertising is to-day the mightiest factor in the business world. It is an evolution of modern industrial competition. It is a business builder, with a potency that goes beyond human desire. It is something more than a 'drummer' knocking at the door of the consumer—something more than mere salesmanship-on-paper. It is a positive creative force in business—a force that builds factories, skyscrapers and railroads. It makes two blades of grass grow in the business world where only one grew before."

And the joker never wearies of telling that hoary story of how a shrewd Yankee, during a great locust plague, comfortably feathered his little nest by advertising that for the modest sum of ten cents he would send a sure way of killing off the pests. His recipe was simple, sure and cheap. Reduced to its essence, it consisted solely in placing each locust upon a large flat stone and striking it sharply upon the head with another stone.

But, funny or otherwise, these songs and stories all point out a moral. In an advertisement published some time ago by one of the leading weeklies in the interests of its advertising columns, this moral is succinctly defined. The advertisement read in part: "One of the proper functions of advertising is the creation of new desires and new needs among the people. This makes for a higher standard of living—it pushes civilization along. Twenty years ago no one felt any need for a 'snapshot' camera; to-day it is almost as necessary as a guide book to the tourist.

"If you have a commodity, or even an idea of a commodity, which would be a good thing for the people, you need not wait for them to ask for it. You can, by *advertising*, make them want it—and then reap the reward that comes to the pioneer.

"In the business world pioneering pays."

The story of the Solidhed Thumb Tacks is a story of successful business pioneering.

It is the story of how one man conceived the idea of a handy hammerless tack to be used for decorative purposes in the home, office and store—the story of how he developed his idea, applied it, marketed it and pushed it, by advertising, to a most satisfactory success.

As compared with the stupendous commercial successes which are being made on every side every day, this little story fades almost into insignificance. But in its way and in its particular sphere, it is unique; and it illustrates, better perhaps than could the account of a more inspiring achievement, what advertising may do in the creation of a market for a new commodity.



Ten years ago, Arthur P. Jackson, now president of the Hawkes-Jackson Company, 82 Duane street, New York City, manufacturing the Solidhed Thumb Tacks, severed his connection with the Spencerian Pen Company, and began to cast about for some promising enterprise toward which he might turn his energies. The first thing that presented itself was a thumb tack. It was then a rather empty proposition, was manufactured in uncertain quantities by an obscure concern, was not advertised and was confined in its sales to a most restricted market. But it looked good to Mr. Jackson. So, despite the warnings of friends that it could never of itself ripen into a satisfactory business, he tied up with it for better or worse.

At that time the tacks were known as "thumb tacks" and were used only by artists and draughtsmen. To-day they are called "handy hammerless tacks," and are used by housekeepers, bachelor men and bachelor girls, students, business men, advertisers and everybody else for decorative and every other purpose. At that time they were only made of unfinished steel, in solely one style and that in but a restricted variety of sizes. To day there are something like twelve or fifteen styles in as many sizes for every style—there are steel tacks, brass tacks, german silver tacks, flat tacks and tacks with beveled edges, celluloid-covered tacks in all the colors of the solar spectrum, felt-covered tacks, college tacks with "letters" and "numerals" and handy tacks for every purpose. There are tacks at four dollars a thousand and tacks at twenty-five cents a dozen. There is nothing in tacks that cannot be found in the "Solidhed."

Mr. Jackson has not been advertising for more than five years. It is interesting to note, therefore, that the greatest development in his business has taken place during these five years. For instance, upon a three per cent advertising campaign in 1903 sales were increased fifteen per cent. In 1905 ten per cent of the total

sales was expended on advertising, and a twenty-five per cent result was realized. And an expenditure of fifteen per cent in 1907 just doubled the business of 1906. During the present year the advertising appropriation will be still further increased.

The advertising itself is divided into two campaigns, one directed toward the trade and the other directly toward the consumer. In the former campaign such mediums are employed as the *International Studio*, *American Stationer*, *Walden's Stationer*, *National Stationer*, *Guy's Stationer*, *System*, *Bookkeeping*, *Technical World*, *Office Appliances*, *Hardware Review*, *Iron Age*, *Hardware Dealers' Magazine*, *Canadian Bookseller and Stationer*, *Bookseller and News-dealer*, and such house organs as "Hoskin's Office Topics." For the direct-to-consumer campaign space is taken in the *Ladies' Home Journal*, *Good Housekeeping*, *Harper's Bazar*, *Collier's*, *Everybody's*, *Short Stories* and other magazines of national circulation. Some college papers, such as the *Yale Record* and *Princetonian* have been used with unusually good results.

The style of the advertising is governed by the character of the medium. In the trade publications, the copy revolves about two principal centers, the now famous nigger trademark and the striking display boxes in which the tacks are put up. In every advertisement to the trade, therefore, is included always a large illustration of the trademark and generally a reproduction of the newest display carton. Emphasis is placed in these advertisements upon the large profit which accrues to the dealer from the sale of Solidhed Thumb Tacks, and upon the trade-pulling attractiveness of the trademark and the unique display boxes, together with a brief description of the tacks and the uses to which they may be put. In the general magazines, the burden of the text is given over to explaining the part which the various styles of thumb tacks may be made to play in the

decorating of homes, dens, studios, stores and offices. Of late, an effort has been made in the advertising to get away from the original conception of the use of thumb tacks and to feature the phrase, "the handy hammerless tack." This illustrates the progress the campaign has made toward the creation of the need for a hammerless tack. Indeed, it would seem to indicate that the results of the advertising have been more progressive than the advertising itself, since the copy must now be prepared with a view to meeting existing conditions rather than to creating new conditions, as was formerly the case.

In addition to its trade and general advertising, the Hawkes-Jackson Company publishes circulars, posters, hangers, booklets and other advertising literature for distribution among the trade. In these are taken up and discussed at considerable length the various arguments in favor of Solidhed Thumb Tacks, all of which makes interesting reading for those not familiar with the uses of these handy devices. For instance:

"In the home and office decoration, the Solidhed Thumb Tack makes possible many clever and original effects.

"Convenient and inexpensive, they are used in the office for attaching blotters to the desk; photographs, calendars, pictures, posters, notices, etc., to the wall; and without the

slightest injury to either. Draughtsmen and artists employ them on the drawing board, and advertisers find them convenient for displaying show cards in stores and public places.

"For housekeeping purposes, for dress-makers' cutting boards, for fastening shelf paper, covers to either tables or ironing boards, for numbering window screens and for decorative purposes the Solidhed Thumb Tacks are by far the handiest device in use.

"Can be pushed in by the thumb and can be easily removed by the fingers."

Practically all of the advertising is written by Mr. Jackson himself. He has been so long identified with Solidhed Thumb Tacks, has studied their features, possibilities and uses so thoroughly, that he feels able to prepare the copy better than any agent could who might be less familiar with the proposition.

"I know my advertising is not just right yet," said Mr. Jackson to the writer; "but I am progressing. I expect to make gradual changes in the copy, so as to make it more informative and perhaps more interesting; but these changes must be made cautiously. Up to the present I have realized excellent results from my advertising, and I don't want to jeopardize its pulling qualities by too radical or ill-advised changes."

All the advertising of the Solidhed Thumb Tack is placed for the Hawkes-Jackson Company by W. F. Hamblin & Company, New York.

ALPHONSUS P. HAIRE.

If you use

ZYMOLE

TROKEYS

relieve

hoarseness

Zymole Trokeys

just before singing, your voice will be
wonderfully clear.

—but get the kind stamped "Z"

TYING UP THE STREET CAR TO THE STORE.

The newest car cards of Zymole Trokeys, prepared by J. W. T. Knox, the advertising manager of Frederick Stearns & Co., the makers, have a large red triangle in one of the corners which serves to gain the attention of passengers, and has another value, in that all the red triangles are reduced fac-similes of corner strips furnished retail druggists for window displays.

THE BUGABOO OF "DUPLICATION."

As a rule, the advertiser who fears what is known as duplication of circulation is a man who does not realize what a remarkably large world he lives in, and how fearfully vast and wonderful and widely-scattered a thing is the human family.

I always tell that man the story of Bishop Lawrence's prayer chain.

A few years ago somebody sent out perhaps a single letter, perhaps more, containing a short prayer, using without authority the name of the Right Reverend William Lawrence, Protestant Episcopal Bishop of Massachusetts. This prayer was a petition, of which the recipient of the letter was asked to make nine copies, mailing each to a friend. It was prophesied in the letter that whoever neglected to pass the prayer along would suffer some misfortune.

Bishop Lawrence has many times denied that he ever authorized this prayer chain. His explanation and denial has been printed innumerable times in religious journals and daily papers, and the inquiries coming to him direct, asking about the scheme's authenticity, have been so numerous that he has had printed a set form of reply. This form reply has been published, too, in dozens of periodicals. It would seem, judging from the amount of publicity given the denial, that by this time the whole country must have been informed that the "Bishop's prayer chain" is a fraud. Yet the chain is running still. Sometimes it is broken in one community by energetic publication of denials. But the very next day it appears elsewhere to run its virile course. It is a nuisance to the Bishop, and the threats of misfortune have driven a good many nervous people into hysterics. Yet it goes on, and no man knows how to stop it.

Somebody has observed that in all history there are only two men who are universally known to every race and in all times—only

two men who are genuinely famous. One is Jesus, and the other Napoleon.

Tolstoi's "War and Peace" begins with a page describing the intensely interesting political situation in Russia in 1808, the period of the story, when the Czar had just completed negotiations with Napoleon, reversing his foreign policy, and the whole Russian internal policy was likewise being changed by far-reaching reforms. Then Tolstoi briefly reminds the reader that such political events did nothing to keep people from eating and sleeping, being sick and getting well, and carrying on their own interesting affairs, and at once plunges into the private lives of his characters. This is precisely the element that makes Tolstoi a master—he recognizes that what goes on inside the average man is the most interesting thing to that man himself—just as Carlyle reminds readers that, during the agony of the French Revolution, men and women continued to marry, eat, drink, quarrel, make up again and go to sleep every night.

What has all that to do with duplication of circulation?

It has this:

That if the advertiser were confronted with the problem of selecting two publications that would reach the same readers to the extent of even five per cent of the circulation of either one of them, he probably couldn't do it. He assuredly couldn't do it with the magazines, and it is doubtful if there is any city in the country where the daily newspapers duplicate to this extent. It is the common practice to look over two magazines' articles, compare one with another, conclude that they are about alike in contents, and infer from this that the same people read both. It is customary to compare newspapers by their price, politics and editorial opinions, and conclude that two papers somewhat approximating one another on general lines are read by the same persons. But it is a notorious fact in circulation work that, after two newspapers have raked the same town with

a fine-tooth comb for premium subscribers, a third newspaper with a better premium still can often add fresh subscribers.

I like to think of circulation about as I do of shaving-soap, or flour, or any other desirable commodity. Colgate's is building up a large shaving-stick business. But not, I fancy, at the expense of Williams. It is the natural increase of demand that Colgate's is getting. Likewise, Gold Medal is being built up through advertising, and still there are thousands of small country flour-mills scattered over the land. The Washburn-Crosby Co. is getting increase of demand. Nobody is using more shaving-soap than he needs, nor any family eating more flour than is good for it.

I regard the distribution of newspapers and magazines to-day as being so far from ideal that every subscriber added by a publication anywhere is likely to be some fellow who has never been able to afford a magazine before, or a chap who has just grown big enough to take and read a newspaper of his own. If the *Ladies' Home Journal* circulates a million and a quarter copies, there is still room for a half-dozen other feminine magazines to circulate two or three million more, and altogether they make a relatively small impression on the sixteen million families in this country. What if the *Saturday Evening Post* has nearly nine hundred thousand circulation? Do you mean to tell me that there is no possibility of finding the hundreds of thousands of readers needed for *McClure's—American—Cosmopolitan*?

But suppose the awful thing really happened that advertisers profess to dread so much? Suppose a man takes both *McClure's* and *Munsey's*. Far from assuming that one of them was waste energy because I told that exceptional man my story twice the same month, I should put a double cross opposite that reader's name and wish that he could be brought to read my story three times. For he is undoubtedly a reader of twice the purchasing

power of the man who takes only one magazine.

The magazines and newspapers are very far from duplicating one another when it comes to readers—so far that, even with twelve hundred thousand circulation a month, a magazine cannot duplicate its own circulation. Cyrus Curtis ought to know something about this matter. And Mr. Curtis has said that the magazine has never yet been printed that would hold the same readers year after year. They may take it two years, three years, four years. But eventually the day comes when the old periodical doesn't seem to be as bright as it was, and a change is made to some other publication which, in turn, will lose its luster.

When an advertiser turns pale with horror at the thought that he has told his story twice to the same people through publications that duplicate one another, I like to remind him that the aggregate of all periodicals published in this country during the last census year (1904) was only 10,325,143,188. That looks like a lot of reading matter until one remembers that it includes the hundreds of trade journals, all the daily papers, the country weeklies, the cheap mail-order papers—everything in the shape of a periodical no matter how flimsy or technical. And ten and a quarter billions, with a population of eighty-five million people, allows only 120 copies per capita. It will not supply one daily paper per person. The average is only ten copies a month. At that rate the average person gets a periodical less frequently than every other day, and even a daily newspaper not much oftener than once a week, perhaps. If the family is counted as the reading unit, then its five persons might get one daily paper, a Sunday paper, a farm weekly, a religious weekly, one monthly magazine and sundry sample copies and gratuitous mail sheets.

If that doesn't convince the horrified advertiser, then I respectfully ask his attention to the large mail-order houses in Chicago. At least one of these,

through sales of merchandise by catalogue, has touched the population of this country so directly and vitally that to-day its catalogue is said to have a greater circulation in most States than any publisher is able to show on his books. And for this reason this house has greatly curtailed its periodical advertising. When a publisher can come with proof that he is reaching more persons numerically than this house reaches, say, in Iowa with its catalogue, then that concern, setting aside all considerations of duplication, would probably be willing to advertise for the sake of the surplus the publisher showed over its own catalogue circulation. If the mail-order house puts out 200,000 catalogues in Iowa, and the publisher shows that he reaches 225,000 families in that State, then the house would advertise with him on the assumption that he had 25,000 families it had not been reaching. If it reached that 25,000 it would be satisfied. And it would be right.

What the advertiser ought to worry about, really, is not how many times he is reaching the same reader in the same month, or week, or day, but how effectually he is telling that reader his story. Reaching him is only part of the process. Persuading him and getting him to act—that's the vital thing.

BUSINESS GOING OUT.

The Miller Advertising Agency, Toledo, is asking rates.

J. V. Ewan, Cincinnati, is placing fifty lines for G. J. Beck.

The Hallock Advertising Agency, Grand Rapids, Mich., is asking for rates.

Doremus & Company, New York, are handling the advertising of Mackay & Co., also of this city.

N. W. Ayer & Son, Philadelphia, will place the baking powder business of the National Starch Mills.

J. W. Green, Atlanta, is placing five-line display ads for Dr. H. H. Greene's Sons, also of Atlanta.

The Long-Critchfield Corporation, Chicago, is using Sunday papers for the Vera Cruz Mining Company.

Rudolph Guenther, New York, is placing sixty lines, double column, in Philadelphia papers for Weir Bros.

Western dailies are receiving reading notices for Arnold's Balsam, from the J. W. Barber Agency, of Boston.

The California Fig Syrup Company, is putting out 10,000 lines in a year, through the Golden Gate Advertising Agency.

The Metropolitan Life Insurance Company is sending out orders to Texas papers, where the law compels them to advertise.

New York City papers are receiving orders from the Frank Presbrey Agency, of New York, for the Gorham Company advertising.

Seven thousand lines in a year are being used by the Schwab Clothing Company, of St. Louis, through H. W. Kastor & Sons, of the same city.

The Bankers' and Merchants' Agency, New York, is placing twenty inches, four times, in weekly papers of Pennsylvania, for Starbuck & Co.

W. W. Sharpe, New York, is putting out fifteen lines, daily and Sunday, for three months, for the Anchor Line, in southern and southwestern papers.

Swift & Company, Chicago, will place four-line readers, once a week, till-forbid, through the J. L. Stack Agency, of Chicago. Southern papers are now receiving copy.

Agricultural papers have been receiving contracts for the Swift Lowell Fertilizer Co. advertising from Wood, Putnam & Wood, and contracts for the Bradley Fertilizer from the Shumway Agency.

PASSENGERS BY PARCELS POST.

Bourke Cockran has introduced by request a bill to provide for the establishment on certain free delivery routes of a service to be known as the auto-post coach service, for the transportation of human beings at postage stamp rates and for the transportation of parcels less than six feet long.

The auto-coaches would have a capacity of ten persons and 1,500 pounds of baggage. Adults would pay ten cents a trip, children five cents, and children going to school five cents a round trip. For baggage the rate would depend on size alone.—*Washington Correspondence New York Times*.

THE VALUE OF A TRADEMARK.

Remember a really good trademark, such as the Cresca mark, the Cream of Wheat boy or the Baker's Cocoa girl, is worth all that you will have to pay for it; for, by its proper use, your brand will shine out and create a demand for itself.—*White's Sayings*.

Good lawyers live well, dress well, have plenty of ready money, and are good buyers—their trade is always desirable.

CASE AND COMMENT

reaches 30,000 good lawyers. Its advertising columns will put you in touch with the vast trade possibilities of this list.

CASE AND COMMENT

ROCHESTER, N. Y.

OR

GEORGE S. KRANTZ

Eastern Representative

102 WEST 14TH ST., NEW YORK CITY

SYSTEM

THE MAGAZINE OF BUSINESS

TOASTED CORN FLAKE COMPANY,
Battle Creek, Mich.

We have used SYSTEM more consistently than we have any other magazine. Also where we have in the past used inside pages we are now contracting for your back cover position.

Surely these facts show more clearly than anything else I could say in just what high regard we hold SYSTEM as a medium through which to exploit a food product.

SYSTEM

THE MAGAZINE OF BUSINESS

PRIZES

TABLE STORIES We will distribute \$10.00 each month for the best table stories received. \$5.00 as a first prize, \$2.00 second, and \$1.00 each to the three next best.

TOASTS AND SENTIMENTS We will distribute \$10.00 each month for the best toast or sentiment received. \$5.00 as a first prize, and \$2.00 second, and \$1.00 each to the three next best.

RECIPES, KITCHEN OR DINING-ROOM SUGGESTIONS We will distribute \$10.00 each month for the best recipe, kitchen or dining-room suggestion. \$5.00 as a first prize, \$2.00 second, and \$1.00 each to the three next best. Photographs of prepared dishes and of dining-room or kitchen arrangements will be especially considered.

ENTERTAINMENTS \$10.00 in prizes will be distributed each month for the best entertainment. \$5.00 as a first prize, \$2.00 as second, and \$1.00 each as the next three prizes.

Novel features that will prove most amusing to any gathering of young or old are the kind that are especially desired. The stories, etc., need not be original, but will not be considered if they have ever been published in any previous issue of this magazine. Originality, of course, will count for most.

The sender's name will be published unless otherwise requested. If not original, the name of the author should be given. No manuscript will be returned, and the right is reserved to publish any matter received under this offer.

THE NATIONAL FOOD MAGAZINE

is devoted to foods and everything pertaining thereto—the proper food to buy, menus, recipes, health notes, clean kitchens, welcome dining-rooms, and the moderation conducive to long and happy life. Its table stories, toasts, and entertainments lend the cheer necessary to good digestion.

This magazine would prohibit the manufacture or importation of any food or beverage deleterious to the public health.

This magazine would make the fact that a food product originated in the United States a guarantee as to its purity and wholesomeness.

The magazine is published monthly at 10c. a copy; \$1.00 a year.

PIERCE PUBLISHING COMPANY

Herald Building, Chicago

GERALD PIERCE, President

PAUL PIERCE, Treasurer

Farm Papers of Known Value

Each of these papers constitutes the greatest single selling force in its respective territory.

Each has a record for developing trade through dealers which should prove of vital interest to you.

To the advertiser who sells direct they need no further introduction.

The Ohio Farmer,	W	100,000
The Michigan Farmer,	W	80,000
Hoard's Dairyman,	W	40,000
Wallaces' Farmer,	W	50,000
Wisconsin Agriculturist,	W	60,000
The Farmer, St. Paul,	S-M	115,000
Home and Farm, Louisville,	S-M	100,000
Dakota Farmer, Aberdeen,	S-M	45,000

Combined Circulation 590,000

Use any one or all
And profit by their use.

Write for particulars or let us call.

GEORGE W. HERBERT
Western Representative
1736 First Nat. Bank Building
CHICAGO, ILL.

WALLACE C. RICHARDSON
Eastern Representative
725 Temple Court
NEW YORK CITY

THE KEY TO THE SITUATION

McKittrick's

DIRECTORY of

ADVERTISERS

1908—Edition Now Ready—1908

It is the best and most complete compilation of advertising data ever published, containing the names of over 12,000 active and prominent advertisers throughout the United States.

IMPORTANT FEATURES:

It gives the name of the advertising manager of every firm or corporation.

It gives the name of the advertising agency that places the business.

It gives the individual names of the prominent solicitors connected with each agency.

It gives the class of medium used, whether dailies, Magazines, weekly publications, Religious, Agricultural and Trade Journals.

It contains a list of about 2,000 trade-mark articles, thus tracing the home address in each case.

Quarterly supplements issued containing all new advertisers and changes of advertising agents and advertising managers. All information obtained by personal call, and is as correct as human power can make it.

Send for prospectus.

George McKittrick & Co.

108 Fulton St.

NEW YORK CITY

CANDID CONVERSATIONS

WITH ADVERTISERS.

You can't walk over to the machine and write a letter one-half as quickly or as well as Miss Spacer can do it. You don't try. Your remarks, if the office boy is gone more than seven minutes, when you send him out to register a letter, are of a nature to lacerate his delicate sensibilities—but if you sent yourself out you would find that you did not know how to do it at all.

You may not know it, but the same principle applies to your advertising. This is no reflection upon the particular shade of your gray matter, nor does it imply that the bearings of your mental machinery get a hot box when you think you are cogitating.

You simply don't know the game; you might learn it in time, but you haven't got the time.

Your ideas on advertising may be first-rate in every respect; they may be clever and logical and really good, and then again they may not. In any event, when you frame up an advertising campaign—when you do it yourself, just to make sure it is the way you want it—the result is likely to be similar to that achieved by the man who planned his own house, because he knew better how he wanted it than any architect possibly could. The result filled his soul with delight, until his extremely practical wife pointed out the somewhat important fact that he had made no arrangements for stairs.

Your advertising edifice is likely to be of the same nature. There

are no stairs, and nobody gets in far enough to do business with you.

When you turn your business over to an advertising agent, what is the sense of your continually interfering with your personal ideas and preferences? What you think is of really little importance. You are not going to buy the output of your factory yourself. The agent knows his business. His successes are his asset. A grave-stone in his business back yard looms up taller than a forty-story sky-scraper, and he cannot afford failure and isn't looking for it. He knows scores of things about an advertising campaign that you don't know, and never will. He has grown gray in avoiding the rocks in the channel whose existence is unknown to you, and which make never a ripple on the surface of things.

Let him alone for a year and give him a chance to show what he can do for you. If he shows progress, let him alone for another year, for that is probably a great deal more than you could do, and certainly more than he can do if you refuse to give him the chance that his experience and ability entitle him to. By that time—(*more of this later*).

GEORGE ETHRIDGE.

NOTE.—The Ethridge Company is not an agency. It places no business. It co-operates either with the advertising agent or the advertiser in producing illustrations, copy and printed matter to carry out practical and successful advertising campaigns.

The Ethridge Company,
41 Union Square, New York,

COMMERCIAL, ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

Readers of Printers' Ink will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

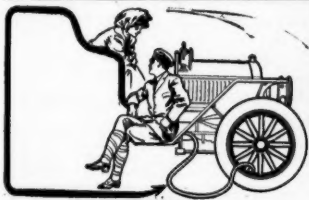
It is surely much pleasanter to do the agreeable to the lady, while the tire inflates itself, than it is to strain and perspire over the ordinary pump.

For this reason no more effective scheme of illustration could



No. 1

be devised than that embodied in this Power Tire advertisement. The execution and arrangement, however, is open to considerable criticism. Anything which is worth doing at all is worth doing well, and anything possessing so much basic merit, as this idea, certainly deserves the most artistic execution. The illustration



No. 2

marked No. 2 does the subject justice, and will attract the serious interest of the motorist instead of merely making him smile.

* * *

Speed and reliability are excellent qualities in anything pertaining to an automobile, but two pictures of automobiles in action are neither necessary nor convincing in the advertising of a tire.

This Bailey advertisement con-

tains what is probably a good picture of the tire advertised—if it had not been complicated and mixed up with other things.

The automobile pictures at the top and bottom have comparatively little to do with the purpose of the advertisement—they simply occupy valuable space.

If this advertiser thought that a picture of an automobile would have lent action and spirit to his



advertisement, one machine would surely have been enough, and it could have been shown in a much clearer and more attractive manner.

* * *

This Lockwood Primer advertisement would be good if it were well made. The idea is excellent, the things which the copy says are sensible and interesting, but the display and the illustration are open to quite severe criticism.

The illustration is crudely

DO YOU EVER LOOK
LIKE THIS?
THERE IS POSITIVELY
NO NEED OF IT.



**THE LOCKWOOD
PRIMER**
WILL START YOUR MOTOR
ON THE FIRST REVOLUTION.
EASILY ATTACHED TO DASH OF YOUR CAR
AND CONNECTED TO INTAKE PIPE
WITH COPPER TUBING,
ONLY TWO HOLES TO DRILL
AND ONE TO TAP.
ONE TRIAL
AND YOU WOULD NEVER DO WITHOUT IT
SEND FOR OUR TRIAL OFFER
PRICE
\$5.00
LOCKWOOD BROS.
JACKSON, MICH.

drawn and the effect of the entire advertisement thereby impaired.

* * *

In one respect this advertisement of the Dunbar Brothers Company is appropriate, for it looks as if it were made out of



ESTABLISHED 1896
THE DUNBAR BROTHERS CO.
STEEL OIL SPRINGS
SMALL SPRINGS
MADE FROM STEEL, BRASS, COPPER, ALUMINUM
BRISTOL, CONN.

solid steel. In other respects it is hardly commendable. The effort to produce a complete catalogue in a small advertisement is

The American Academy of Dramatic Arts is entitled, if it so desires, to erect an ornate and impressive bronze tablet to itself, but a reproduction of the same does not make an advertisement.

In the original it was possible to read what is inscribed upon the tablet in question, but it is not



probable that anybody would take the trouble or endure the eye-strain.

The Academy may be sound on the drama, but it is certainly wabbly on its advertising legs.

* * *

This Electro-Plating Salts advertisement is a rather strange

ELECTRO-PLATING SALTS.

THESE ELECTRO-PLATING SALTS ARE PREPARATIONS OF METALS CONTAINING METAL AND CHEMICALS IN ACCURATE PROPORTION, PRODUCING A PERFECT COATING WHEN DISSOLVED IN WATER. THE BATH IS REFRESHED BY THE ADDITION OF A LITTLE DYNAMO BATTERY SAME AS OTHER SOLUTIONS.

SOME OF THE SALTS: Rose Gold, Green Gold, Platinum, Copper, Silver, 18 K. Red, Golden, Old English, German Silver, German Brass, Gold Dip, Silver Dip, French Gray Dip, Silver Electrode, Copper, etc.

Dark Green Gold — Orange Rose Gold

(Lithium Green) (Orange Yellow)

are the leading shades and are extremely used for single and double coloring. Directions for doing this kind of work will come. Our Electro-Plating Salts are extremely used. Write for circular.

U. S. ELECTRO-CHEMICAL CO., N. Hirschbach, Prop., 80 Elm St., NEW YORK

never successful—neither is it attractive or pleasing to the eye.

It is a far better plan to use an attractive design, perhaps, incorporating one or two articles, and say a few things to the consumer that would induce him to send for a catalogue that shows all the things and tells about them.

affair. A part of the story is told in crude and almost illegible hand-lettering, and the rest in type. Why not have introduced the heading in the form of an artistic design, and printed the text in a way that would have invited perusal instead of discouraging it?

SELLING PIANOS.

We can name some mighty good pianos that are not advertised sufficiently to be well known, and the manufacturers have been wondering why business has kept growing smaller instead of larger each year. We also know some men who do not make as good pianos and whose business has shown a tremendous increase each year. They do not spend their time wondering why people do not come falling over each other clamoring for their product. They put a little ginger in their work, advertise their pianos, make them known, and it is a fact that the American people had rather trade with a progressive, up-to-date man, even if he does indulge in a reasonable amount of red light in his business methods, than to buy from some pessimist who is all the time howling about unfair competition. Men have no time to-day to buy of pessimists. They had rather buy from men who are up-to-date in their methods and whose business lights shine clearly and distinctly so that he who runs may even read their advertising.—*Music Trade Review.*

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (25 lines) for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

AGENTS wanted to sell ad novelties; 25% com. 3 samples, 10c. J. C. KENYON, Owego, N.Y.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WHY not have your publications represented in New York and the East by a reliable representative who will increase your foreign adv. 50 per cent. "SPECIAL AGENT," care P. I.

ATTENTION, MAIL ORDER MEN!—Your circulars mailed at 25 cents per hundred to buyers secured through our own unique plan. For better results give us a trial. MUTUAL CO., 132 Station A, Houston, Texas.

HIGH-GRADE class journal wants bright advertising and subscription solicitors. Has fine field and excellent prospects. Also good men wanted for Boston, Philadelphia and other large cities. "B. L. U." care Printers' Ink.

PUBLISHING, Mercantile, Manufacturing. We serve 25,000 employers. Many opportunities for men with advertising experience or ability. Write fully as to experience and location desired. HAPGOODS, 306 Broadway, New York, or 1010 Hartford Building, Chicago.

POSITIONS NOW OPEN—For adv. solicitor, Vt., \$30; Ohio, \$35; N. Y., \$25; Ind., \$30; circulation mgr., Kan., \$30-40; sporting editor, Northwest, \$30; city editor, Mass., \$20; editor, Ohio, \$25; job foreman, non-union, Ct., \$20; news foreman, union, Ia., \$27; also reporters and linotype operators. Free booklet. FRERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ADVERTISERS' MAGAZINE and "DOLLARS & SENSE" (Col. Hunter's great book) should be read by every advertiser and mail-order dealer. Best "Advertising School" in existence. Year's subscription and "Dollars & S. S.," 50 cents; sample copy of magazine free. ADVERTISERS' MAGAZINE, 637 Century Building, Kansas City, Missouri.

HIGH-GRADE class journal, in its second year, offers stock interest to good man with services. Has fine field and excellent prospects. "B. W. J.," care Printers' Ink.

ADVERTISING MANAGER wants to make a change. Thoroughly experienced in planning and executing advertising campaigns, writing and designing magazine, newspaper and trade paper ads, booklets, follow-up matter; also engraving, printing, etc. Strong copy writer. Can superintend printing plant and buy all advertising and printing supplies. First-class references. "A. W.," Box 3639, Boston.

YOUNG MEN AND WOMEN of ability who seek positions as advertisers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school education only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from lending concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes business within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 768 Metropolitan Annex, New York.

YOUNG AD-WRITER wants to rent grit, brains, business ability and \$12 per week. If you want a simple, powerful, out-of-the-ordinary copy man and can offer him a chance to "work up," send for samples of his work to WILL TAYLOR, EL RENO, OKLA.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing THE COIN WRAPPER CO., Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

FOR SALE.

10 LINE advertisement, three months, in Practical Farmer Boy, Montpelier, Ind. \$1.

FOR SALE—To settle an estate, daily newspaper and job office established 60 years, near Pittsburg. Splendid opportunity for hustler with small capital. Address "LOOMIS," 630 Neville St., E. Pittsburg, Pa.

FOR SALE—One of the most profitable monthly trade journals in the country, located in Chicago. Twelve years old. A fine line of advertising. This is the greatest trade journal bargain ever offered, and if you want a profitable and permanent business, address D. LEUBKE, 86 La Salle Street, Chicago.

INDEX CARDS.

INDEX CARDS for all Cabinets. Get our prices and samples. THE BLAIR PRINTING CO., 915 Elm Street, Cincinnati, Ohio.

SUPPLIES.

BERNARD'S Cold Water Paste is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. BERNARD'S PASTE DEPT., 7 Dearborn Street, Chicago.

PATENTS.

PATENTS that PROTECT—Our 5 books for Inventors mailed on receipt of 5 cts. stamps. R. S. & L. LACEY, Washington, D. C. Estab. 1869.

AD WRITING.

My catchy, convincing copy, artistically arranged in an ad always attracts attention. Home work wanted. Low rates. "A. G." care Printers' Ink.



Before we write, we dig up the facts—then clothe them attractively with persuasion that brings business.

Try us on your ads, catalogs, folders, form letters, etc.

Right Advertising Co.

Box 86

Easton, Pa.

PUBLISHING BUSINESS OPPORTUNITIES.

HARRIS BULLETIN

Of publishing property Just issued. Send for one if interested. Several Excellent opportunities.

HARRIS-DIBBLE COMPANY,

Successors to EMERSON P. HARRIS, Broker in Publishing Property, 255 Broadway, New York.

BUSINESS OPPORTUNITIES.

I WILL invest \$5,000, and take active interest in a trade paper or advertising agency. Answers must give principal details. Address "B. C." care Printers' Ink.

PRINTING.

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOULTON PRESS, drawer 98, Cuba, N. Y.

ADVERTISING BOOKS.

100 Business-Getting Ads For \$2.50

I will send you, prepaid, my book of 100 bright, snappy, business-getting ads for Dry Goods, Clothing, Furnishing Goods and Shoes, upon receipt of the price. Any ad in the lot is worth the price of the entire book.

F. P. SMITH,

P. O. Box 864, Marlin, Texas.

BOOKS.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages. 5x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. THE PRINTERS' INK PUBLISHING CO., 10 Spruce St., New York.

GOOD SHOW CARDS

USE

LETTERINE

THADDEUS DAVIDS CO., 95 & 97 Van Dam St., New York. ESTABLISHED 1825.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

MANUFACTURERS' ADVERTISING BUREAU, 257 Broadway (opp. P. O.), New York. Ads in the "TRADE JOURNALS" our specialty. Benj. R. Western, Propr. Est. 1871. Booklet.

EVERY ADVERTISER IN AMERICA



should read White's Class Advertising every month. It will make him a better advertiser, and show him how to make more money.

WHITE'S CLASS ADVERTISING



25 Cents a Year 3 Years for \$1.00

Each issue a "special," with articles by experts in that special line. Write for free copy—do it now. Address

White's Class Advertising 118 W. Jackson, Chicago

BOOKLETS.

BANKERS. We have a booklet for Banks that should interest every Bank President, Cashier, and Treasurer. They cost: 500, \$30; 1,000, \$50; 1,500, \$30; 2,000, \$35; 2,500, \$40; 5,000, \$65. Free sample to Banks only. Printers' Ink Press, 45 Rose Street, New York.

HALF-TONES.

WRITE for samples and prices. STANDARD ENGRAVING CO., 560 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 70c; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples.

KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid, 70c; 8 or more, 50c each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 818, Philadelphia, Pa.

ADVERTISING MEDIA.

The Saturday Evening Post—greater results at lower cost. The Curtis Pub. Co., Phila.

THE Troy (Ohio) RECORD has printed an average of over 100 town and country news items and editorials each day for five years. We challenge the world to show an equal record for a 6,000-town daily.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 36th issue now ready; free. S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

are a great help in business; they attract attention and sell goods, and have good show cards; it is a lustrous, rapid-drying water color; applied with brush or pen; all colors. ALWAYS READY FOR USE.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing.
\$2. PYTHIAN PRINTING CO., Ft. Madison, Ia.

PAPER

B BASSETT & SUTPHIN.
54-60 Lafayette St., New York City.
Coated papers a specialty. Diamond B Perfect.
Write for high-grade catalogues.

BILLPOSTING AND DISTRIBUTING.

B BERNARD Adv. Service, 71 Dearborn St., Chicago. Represent every member of the Associated Billposters; can furnish estimate for a bill posting campaign to cover any city, state or section of country. First-class service at Association rates, under Association guarantee and with full co-operation of every billposter with this Agency in producing the best possible results for the Advertiser. E. C. BELL, Mgr., Soliciting Department.

DISTRIBUTING AGENCY.

DISTRIBUTING

We have a corps of competent, efficient men in every State of the Union, and will do any of the following work for responsible firms at the most reasonable prices:

Distributing advertising matter.

Samples.

Collect names and addresses of any trade, class or profession; or of sufferers from any diseases; or people who make a hobby or specialty of anything.

Give your advertising to a responsible firm.

Look us up in Dun's or Bradstreet's.

These are responsible men not boys, and we vouch for their ability.

Their names and addresses will be furnished on request.

THE BODKIN SERVICE, VanBuren and Dearborn Streets, Chicago.

Over the Top

Here is a guide card for the filing cabinet with a celluloid tip made in one piece and folding over the top of the tab. This protects it where the wear comes and prevents curling and breaking.

**Standard
Index Card Co.**

will be glad to send samples in case your dealer does not have them. Orders can be filled for all card sizes with tips colored or transparent, plain or printed as desired.
Address

701-709 Arch Street, Philadelphia, Pa.

4 YEARS FOR \$5

The subscription price of **PRINTERS' INK** is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

FIRST NATIONAL BANK OF CHICAGO,
Department of Advertising and New
Business.

Fred W. Ellsworth, Manager.
CHICAGO.

Editor Ready Made Department:

DEAR SIR—We are enclosing herewith for consideration in your Ready Made Ad Department an ad which we have been using with good results.

Yours very truly,
(Signed) F. W. ELLSWORTH.

There is nothing unusual about the style of this copy, that is, about the things that are said and the phraseology. But the typography is excellent—well balanced and clean cut. And, somehow,



A Savings Bank Book

issued by a sound and conservative institution is a desirable asset whose value may be increased at the will of the holder. A savings account may be opened any business day, and 3% interest compounded twice a year will be allowed thereon.

FIRST TRUST & SAVINGS BANK
First National Bank Building
N.W. Corner Dearborn and Monroe Sts.

the cut of the bank book, common though such cuts have become, has a psychological value which I believe will be worth the extra cost until this style of illustration becomes much more common in bank ads.

H. C. Branch, Webster, Mass., is mailing a circular which (to perpetrate an old joke) is "bound to be red." Inside of a red cover of heavy stock, built like a baronial envelope except that the side flaps are cut short and do not meet, is a red sheet of the same stock, folded twice, on which is printed, in strong black, the silhouette of a policeman and the following matter:

DON'T DO IT.

You can't afford to take chances when buying confectionery. Impure candy is expensive at any price; candy made up of a large percentage of glucose and flavored with artificial extracts is unhealthy.

To-day the public demand absolutely pure candies, made under healthy conditions, to conform with the Pure Food and Drug Laws.

You are sure of these things when buying confectionery of us. We personally guarantee our candies and reliable manufacturers stand back of our statement.

"Fresh Candy, Cleanly Handled, and Sold at Popular Prices" is the motto that is increasing our candy business at leaps and bounds!

Specials for this week—all new:
Leap Year Kisses, 20c. per pound.
Chocolate Dates, Chocolate Fudge
Cakes and Chocolate Peanut Butter,
30c. per pound. Peppermint Cuts, 20c. per pound.

H. C. BRANCH,

Telephone 35-12.

104 Main street, Webster, Mass.

This, also, contains a motto, but the motto is supported by a little common-sense talk about purity and prices.

*Better Than the Average. From the
San Bernardino (Cal.) Daily Sun.*

A Drive

to be pleasant in anticipation and in actuality, absolutely requires sound, stand-the-strain Harness. Neat, elegant and stylish, the horse equipment we supply can not fail to suit. We repair harness. Wagons. Harness.

POOLE BROS.,
369 Third Street,
San Bernardino, Cal.
Phone, Home 150.

WHEELING, W. Va.
Editor Ready Made Department:
 DEAR SIR—Are any of the enclosed ads, which are taken from Wheeling papers, considered good advertising. Most of them appear on entirely different lines from those which have appeared in your department.

Yours truly,
 (Signed) F. PERCIVAL.

The ads referred to, reproduced herewith, are not radically different from ads for similar lines

The Locke ad is well set, but is slightly lame in the absence of any word about the variety of styles and leathers.

The Alexander announcement looks well but tells nothing that would not be taken as a matter of course in connection with any modern shoe store, except, perhaps, that "nifty" shapes are required by "nervy" young fellows.

BRING YOUR WALL PAPER PROBLEM TO BEARDSLY COMPANY

You'll have a Wall Paper Problem this Spring. Most every married man or woman is aware of it. But don't let it worry YOU. Let it worry BEARDSLY CO. Just as you let the barber worry with your hair when you want a hair-cut, or the shoe dealer when your shoes need repairing. Every man in his business, and Wall Paper is BEARDSLY'S business.

BEARDSLY'S PAPERS RANGE IN PRICE FROM \$4 UP.

THE BEARDSLY CO.
 11th and Chaffin Sts.

Spring Styles for

The Alexander exhibition of *Boys' and Girls' Fashion* is full of hints to meet the diversity of demand.

Authorities, representing fashionable effects, the latest line and the nifty shapes for every young lad—all GOOD SHOES.

ALEXANDER
 100 MAIN STREET

WALL PAPER WORTH WHILE

Those who are interested in artistic home decoration will find food for thought in this splendid display of the newest and most varied WALL PAPER.

Decorative, artistic, harmonious, elegant, Pretty, Tapestries, Linens and Surfaces for Shell, Strong, Warm, Perfect, Beautiful and Lustrous. Be part of the home for which we need only arrive and receive decoration.

We will cheerfully estimate to a whole house or a single room.

C. KURNER,
 The Gospel of Good Furniture.

To let's have Furniture good enough and enough that ever been our first thought.

Make Up Your Mind To Do It!

Put your feet right down and say you WILL have satisfactory underwear for the winter why.

When you've determined that underwear there's only one thing to do.

Call up the **PEARL LAUNDRY** and have one of the drivers call for your bundle. When you see how perfectly we handle it you'll know the reason why you have and have getting satisfaction in the year. You were at the wrong laundry.

TAKE A WHEEL AT THE PEARL
Wendel Brothers, Pearl Laundry
"THE SANITARY SHOP"
 1015 MAIN STREET, WHEELING, W. VA.

Neckwear

We never had the pleasure of displaying our handsome goods section with such hearty ties.

Your new window hold the great of power and, looking from the outside of customers, every tie in the window was a favorite. In fact, every tie in the lot is a favorite.

Before step in and make an early selection.

Prices, 50c
Max Crone & Co.
 1015 MAIN STREET

Keep Your Finger On The Pulse of Your Business

Know what your business is doing? The only way to do this is to keep your finger on the pulse of your business. The only way to do this is to keep your finger on the pulse of your business.

Baspha
 Value of Your Business

A Woman's Shoe That is Meeting Favor

If you appreciate the "Betsy Ross" Special, you will appreciate the "Locke Shoe Co." Special.

"Betsy Ross" Special

It is a distinguished addition to our collection of shoes. A popular shoe is guaranteed.

\$3.50

Locke Shoe Co.
 1015 Main Street, Wheeling, W. Va.

A MESSAGE

Here's a short message with a long meaning for the thoughtful family.

BRING YOUR LINGERIE TO THE WHITE SWAN
 LAUNDRY AND HAVE TIME, HEALTH, FUEL, SOAP, STARCH, DYE, LARD, CLOTHES, NERVES, MONEY.

We can give you better service from start to finish than you can give yourself, and our waiting is as fast as the wind.

Try a real laundry man.

WHITE SWAN Family Laundry
 Personally Conducted By F. R. Bergman.

L. R. Kieley
 1015 Main Street

which have been reproduced in this department. They are noticeable principally for their typographical arrangement which, while slightly freakish in the case of the Beardsly ad, average much better than retail ads in general.

As most of the "nervy young fellows" have to take the matter of price into consideration, it might have been well to tell them how much the "nifty" shapes cost, quoting the price in the same happy style by saying "These

nifty Oxfords will set you back just $3\frac{1}{2}$ bones."

The Max Crone ad is, in my opinion, the best set of the lot, but even that fails to convey any information as to the prevailing styles or materials in neckwear.

The laundry ads make the usual arguments in the usual way—the border has been overdone in the case of the "White Swan." Taken altogether, typography and

to "This season's styles" and prices—a few brief descriptions that would have centered the reader's interest on some definite style and price and put the words in his mouth to ask for it. Instead of this, there is presented a "motto" that stands for a claim which simply cannot be true all the time of any store, and a string of generalizations commonly employed by advertisement writers

St. Joseph Gazette.

DON'T MAKE WIFE OR MOTHER A SLAVE! BE CONSIDERATE! ENJOY AN EASY COLDING TIME



Let Miss "Monday Bags" Do the Weekly Washing.

- Only applicants are to fill orders. Laundry delivered with same day, complete prices.
- Dresses, suits, coats, etc., cleaned, pressed, and returned to owner. Excellent service guaranteed by reliable.
- Washed, overhauled, and returned to owner. This is great value for money.

Family Wash To The Conser Laundry

During the Winter Months

Phone 386 and Miss "Monday Bags" Will Call

All Flat Pieces Ironed at 5 Cts. the Pound

THE CONSER LAUNDRY 910-914 Francis Street

STRONG DISPLAY AND GOOD ARGUMENT FOR A LAUNDRY, FROM "SHOW ME" LAND.

text, the Kletzley ad is the best of all.

The Wolfram Shoe Co., Cleveland, Ohio, sends out a folder of novel form, printed in two colors, on good stock, merely to make a lot of general claims in the usual cut-and-dried way, as follows:

C. A. Wolfram, Pres.
J. W. McDermott, V.-Pres.
W. J. Harney, Sec'y.

Our Motto, 1908,

"EVERYTHING A LITTLE BETTER."

Store Service, Shoe Values, Style Assortment, Fitting Facilities, Deliveries, Care of Customers.

We are specialists in Correct Fitting.

This season's styles are now in stock.

THE WOLFRAM SHOE CO.,
1967 East Ninth Street,
Near cor. Euclid and E. Ninth.
Phones: Main 1110, Central 8106 L.

Enough paper was used, and enough money was spent, for printing and paper to make a circular which would have had immediate selling value. There was room for a few specific words as

who know nothing of the particular store for which they are writing, and, having no text, simply "pound the pulpit."

A Lot of Talk About Elephants and Saving Money, but Mighty Little About the Goods and Nothing to Show How the Saving May be Made. From the Lowell (Mass.) Sun.

An elephant works from the age of 12 to the age of 80.

They can haul 15 tons, lift $\frac{1}{2}$ a ton and carry 3 tons on their backs.

We presume you did not know these facts, but they are true; just as true as the fact that if you trade at this store you will save money.

Feel like saving any? Of course you do! So say we all of us.

See our Neckwear, our Hats and Shirts, our Suits and Topcoats and everything in clothing, furnishings and shoes at prices that are values—genuine values.

Can we show you? "Let's Get Acquainted."

KING'S,

31 to 41 Merrimack Street,
Lowell, Mass.

A Question that Every Reader Must Answer, in His Own Mind at Least, From the Trenton (N. J.) Daily True American.

Are You Tired of Ordinary Bread?

If so make a change for the better—eat Ideal Brown Bread. It's so delicious and wholesome that every one enjoys it. Contains hulls and all of the wheat kernel. More nourishing than meat.

Price, 6c loaf, delivered. Write or 'phone.

KRAFFT'S BAKERY,
Cor. 13th Street and Pa. Avenue,
Washington, D. C.

An Economic Side of the Bicycle Argument. From the Atlanta (Ga.) Journal.

\$80.00 for Car Fare

is spent by the average man each year.

Why not spend your car fare where you can make it do double duty—take you to and from work and at the same time earn a bicycle.

We sell on easy monthly payments such high-grade Wheels as Pierce, Vale, Snell, Hudson. Fulton and Premier.

ALEXANDER-ELYEA CO.,
35 N. Pryor Street,
Atlanta, Ga.

Everything but Prices. From the Memphis, (Tenn.) Commercial Appeal.

Drop In and See the New Refrigerator

That Hasn't an Inside Crack or Seam.

The new Tettentborn Refrigerators, which are sold by us exclusively, have food compartments built of one solid piece of vitrified porcelain, with no angles, no corners, no joints, no cracks, no seams. There isn't a place that germs could find lodgment, nor one which cannot be easily and thoroughly washed. This construction insures pure food and the absence of any possible contamination in the refrigerator. If you mind about your food, see the Tettentborn.

ORGILL BROS. & CO.,
Monroe and Front Streets,
Memphis, Tenn.

Bargains in Linoleums for Wednesday.

Housecleaning is sure to disclose the need of new ones in many homes. Why not decide upon them today and get some bargains while the opportunity is yours.

Here's a special 65 cent Linoleum for 49 cents a yard. It's a printed linoleum, in new patterns for the spring trade. The quality is all one could wish, the price at regular sale low enough for almost anybody, and a genuine big bargain at the reduction. 49 cents a yard for Wednesday only.

Special \$1.25 Inlaid Effects, 75 cents a yard.

Remnants, but wherever you've use for small lengths these are money savers of the best type. Ideal for doorways, kitchens, under stoves, in front of sinks, dressers and like places.

Other inlaid, \$1.25 and \$1.50. With a big stock of Printed Linoleums, too.

FARRELL'S,
144-146 N. Broad Street,
Academy Street,
Trenton, N. J.

For An Oculist or Optician. From the Savannah (Ga.) Press.

School Work Hampered?

Many children are hampered in their studies because of imperfect eyesight, not recognized by parents, not realized by the children themselves. Perhaps this is the trouble with your own child. Investigation should not be delayed.

Dr. Masrow makes intelligent and careful examinations of children's eyes and convinces himself exactly what is needed. He makes no mistakes in examinations and you take no risks when you come to him for relief. Every day you put off the use of glasses—if you need them—you injure your eyesight, and the injury shows up in after years, much to your detriment.

Dr. Masrow Fits Eyeglasses and Spectacles and the cost ranges from \$2 up.

DR. J. E. MASROW,
Manager Knight's Drug Company's Optical Department,
103 West Broughton,
Savannah, Ga.

ALLEGED HUMOR.

COULDN'T STAND THE SHOCK.

"I sent a poem to that magazine, and now I hear it has failed!"
 "Too bad. But maybe they won't sue you for damages!"—*Home Magazine*.

THE YOUNG BABY.—From a morning paper: "Nurse wanted to look after young baby, age about eighteen." We do not know much about the subject, but is that particularly young for a baby?—*London Globe*.

A NATURE FAKE.—"What's this?" yelled the star. "Green snow? I won't stand for it."

"You'll have to," retorted the manager. "White paper is so high that I told the property man to tear up a few stock certificates."—*Pittsburg Post*.

A DISTINCTION.—Editor—I notice that you say that the women at the ball to-night were "Elegantly gowned." Do you think that "gowned" is a good word?

Reporter—Well you couldn't call them dressed.—*Somerville Journal*.

LITERARY TYPE.—"But, candidly now, have you what you may fairly call letters in America? I mean in the highest, broadest sense?"

"Letters? Wait till you see the headlines in our newspapers some day when there's been a real snappy murder or something."—*Puck*.

THE ROAD TO SUCCESS.—Friend—How'd you come to write that "best seller?"

The Modern Lit'ry Gent—First I was struck by a thought. I epigramized the thought, sketched the epigram, playized the sketch, novelized the play and advertised the novel!—*Puck*.

THE BIG CATALOGUE.—"I suppose you go to the city at least once a year," said the summer boarder.

"I used tew," replied the old farmer, "but I ain't been thar fer nigh onto three years neow. Since we got the rural free delivery I kin git bunkoed just as well by mail, b'goshi!"—*Chicago News*.

MODERN ADVERTISING.—The manager of a western lecture bureau tells of an amusing incident in connection with the tour of a religious lecturer, popular in the towns of Iowa and Nebraska. One of the bureau's enterprising advertising men had been sent ahead to see that the lecture was properly billed and posted. What was the astonishment of the good man, on arriving at Ottumwa, to observe on the dead walls of the town, an announcement in these extraordinary terms: To-night!

Lecture by Dr. Jones.

The Word of God Is Free to All. Seats, \$1.50. Admission, 75 cents.
 —*Illustrated Sunday Magazine*.

LITTLE BESS—Mamma, what makes papa's head so shiny on top?

Mamma—He has lost his hair, dear.
 Little Bess—Well, why don't he advertise and offer a reward for its return?—*Chicago News*.

IN THE SOUTH.—"Saloon fer sale, cheap, stranger; stock, good will an' fixtures."

"Anything else go with it?"

"Yes; I'll throw in the title of 'Kurnel.' I'll have no use fer it now."
 —*Louisville Courier-Journal*.

A SUBSTITUTE.—"You're rather a young man to be left in charge of a drug store," said the fussy old gentleman. "Have you any diploma?"

"Why-er—no, sir," replied the drug clerk, "but we have a preparation of our own that's just as good."—*Philadelphia Press*.

A BARGAIN.—He—Miss Hunt, I love you, but now I dare not dream of calling you mine. Yesterday I was worth ten thousand dollars, but to-day, by a turn of Fortune's wheel, I have but a few paltry hundreds to call my own. I would not ask you to accept me in my reduced state. Farewell forever.

She (eagerly): Good gracious! Reduced from \$10,000 to \$100! What a bargain! Of course, I'll take you. You might have known I couldn't resist.—*Circle*.

A GOOD OLD BEVERAGE.—"Rattlesnake oil 10 cents a glass" was the sign the traveler saw in the dry country.

"What's it good for?" he asked.

"Most anything, mister," was the reply. "Three glasses will make you rich as Rockefeller; four will make you outrun a railroad train, an' six will put you so high on Halleluia Hill you'll holler hello to the angels an' think the stars are fire coals for you to light yer pipe with!"—*Atlanta Constitution*.

TOO MUCH OF A GOOD THING.

—Mr. George Marshall, a philanthropist who always kept a sharp lookout never to be wasteful, decided to go for a week's camping, taking as his guests some ragged street urchins. One morning he used the bits of meat left from the evening before, and made hash for breakfast. There was some left over, which he concluded to reheat and serve again at noon.

"Johnnie, will you have some hash?" he asked one lad.

"Bet your life," replied the lad, who was constitutionally hungry.

"Peter, pass your plate for some hash"—to another freckled-nosed lad.

"Not if I knows it," was the unexpected reply.

"I thought you liked hash, from the way you ate it this morning," replied Mr. Marshall.

"I did like it for breakfast," said the lad, "but none of yer review of reviews for me for dinner."—*Lippincott's Magazine*.